ABSTRACT

As the central of Minapolitan fisheries and the biggest activity in fish supply and production in East Java, Brondong coastal area has many social empowerment activities. However, there are some poverty cases found in that area. This research aimed to set up coastal zone development policy based on social empowerment of Minapolitan concept in Kecamatan Brondong, Kabupaten Lamongan.

There are three stages of analysis applied in this research. First stage is identifying social economic’s characteristic using content analysis. Second stage is analyzing the effect of social empowerment activities of Minapolitan concept, which also using content analysis and started with stakeholder analysis. The last stage is formulating coastal zone development policy using triangulation analysis.

The coastal zone development policy referred to the five most influenced factors in optimizing local social empowerment activities. Those factors are the presence of social community by social approach and grouping of capital lending; the presence of formal economic institution by accessible capital; institution capacity by increasing the institution perform in understanding local social characteristic; production center by product diversification and industrialization policy adaptation; and also social capacity by increasing human resources skill and developing aquaculture activities.

Keyword : coastal zone development, social economic empowerment, policy