ABSTRACT

ESTHER SANDA MANAPA. Optimizing the Service of Ambon Archipelagic Fishing Port Based on Catch Supply and Demand. Under the supervision of BUDHI HASCARYO ISKANDAR as the chairman, and JOHN HALUAN, DANIEL R.O. MONINTJA as members.

A fishing port is expected to be functioning if the port is able to provide services and facilities to smoothing the production, processing and marketing processes in various aspects. This study was aimed to determine factors to be considered and expected to influence the transportation system services and to reveal the strategies and their priorities to improve the services. The research was conducted at PPN Ambon in Maluku Province. Analytical Hierarchy Process (AHP) and SWOT Analyses were applied to analyze the data. The study reveals that the infrastructure, accessibility, the fishing boat, the basic facilities, boat size, the fishing unit, licensing system, and the education of the personnel were found to be in the high priority. Strategies to be implemented are needed to be emphasized on the external access to the industrial area, water supply, fuel oil, and ice supply and demand analyses revealed that the supply was mainly governed by the vessel visiting frequencies and the price of fuel oil in Ambon. The supply is estimated at about 331.568 tons for the year of 2015 with an estimated demand of 206.307 tons. The figures shows that there is a strong need that the Ambon Archipelagic Fishing Port should be promoted to be an Oceanic Fishing Port.

Keywords: services, PPN Ambon, supply, demand, capture fisheries