ABSTRACT

The development of information communication technology (ICT) in the community has given birth to new adaptation patterns, including fisherman communities in Pemalang Regency. There are many ICT innovations that have been developed to assist fishermen in their fishing activities. One of the ICT innovations created and developed by the Ministry of Marine Affairs and Fisheries (KKP) is Nelayan Pintar (Nelpin) mobile application. This study aims to identify the characteristics of respondents, analyze fishermen's perceptions of the Nelpin application, determine the relationship between the characteristics of the respondents and the acceptability of the Nelpin application and strategies to improve the use of the Nelpin application. The data in this study were taken using purposive sampling with a total of 100 respondents. This study used a mixed method approach to analyze data by conducting in-depth interviews with respondents. Stakeholder analysis is used to explain the strategy with Atlas.TI application. Descriptive statistics and the chi-square test were used to explain the relationship between the characteristics of the respondents and the acceptability of the Nelpin application. The results obtained in this study are the acceptability of using the Nelpin application depends on respondents' perceptions of the benefits and ease of operation of the Nelpin application. The strategy that needs to be done to increase the acceptability of the smart fisherman application is to guide fishermen to be successful in using the Nelpin application and then be exemplified through local fishermen figures as well as strengthening databases and updating information.

Keywords: *Adaptation, Information Technology, Acceptability, Nelayan Pintar aplication, Pemalang*

SEMARANG
FEB UNDIP