

ABSTRACT

This study analyzes human resource problems in the fisheries sector in the Tambak Lorok Area, Semarang City. Although the Tambak Lorok Area has considerable potential in the fisheries sector, there are still problems that occur such as low levels of welfare, poor quality of facilities and working environment as well as inadequate institutional aspects.

This study aims to analyze the problem and then carry out a decision-making process to determine the appropriate strategy as a solution to human resource problems in Tambak Lorok. The method used in this study is the Fuzzy AHP method with primary data. The criteria obtained from observations are fishermen, fishery traders, and fisheries managers, with alternatives namely job training, improving work facilities and strengthening institutions. Based on the results of Fuzzy AHP calculations, it shows that the alternative that has the highest priority is improving work facilities, the middle priority is strengthening institutions, and the lowest priority is job training.

Keywords: Fisheries Sector, Decision Making, Strategy, Fuzzy AHP.

