

ABSTRACT

Fishermen are crucial in the production chain of small-scale fisheries, yet they face several challenges that hinder their prosperity despite Indonesia's abundant marine resources. The government must understand and address the basic rights and factors that determine the welfare of fishermen to formulate effective policies. However, research indicates that the current empowerment programs and fund allocation are inadequate and fail to address poverty among fishermen.

To explore the views of fishermen in Semarang, particularly Tambak Rejo, on factors that contribute to their welfare, this research analyzed the achievement of targets and the impact of these factors on decision-making and the role of fishermen in improving their welfare. The study also aimed to identify the specific challenges faced by fishermen in the region and potential solutions to overcome them.

Using the Fuzzy AHP analysis method, the study identified three main criteria: Social Conditions (K1), Stakeholder Involvement (K2), and Environmental Sustainability (K3). The Fuzzy AHP calculation results show that Social Conditions have the highest priority weight (0.48342171), followed by Environmental Sustainability (0.30542625), and Government Involvement Criteria (0.21115204). Overall, this research provides a comprehensive overview of the challenges and potential solutions to improve the welfare of fishermen in Tambak Rejo, Semarang.

Keywords: *Fishermen, Fishermen's Welfare, Fuzzy AHP, Tambak Rejo*

