

ABSTRACT

This research analyzes the determination of selling prices for fish in Trenggalek Regency using Fuzzy AHP (Prigi Beach Area Case Study). The aim of this research is to obtain criteria and alternatives to weight the priorities of the criteria and alternatives in determining the selling price of fish in Trenggalek Regency using Fuzzy AHP (Prigi Beach Area Case Study). The method used is Fuzzy AHP with primary data.

Even though the Prigi Coastal Area has quite large potential in the fisheries sector, it is not accompanied by high fishery prices. So, to increase the selling price of fisheries in the Prigi Beach Coastal Area, it is necessary to make a decision to assess options in determining fisheries sector development policies in the Prigi Beach Coastal Area.

The criteria obtained from the respondents' assessments are fishermen, fish traders and fish processors, with alternatives namely production costs, fish quality, and consumer demand. Based on the results of Fuzzy AHP calculations, it shows that the alternative that has the highest priority is fish quality, the middle priority is production costs, and the lowest criteria is consumer demand.

Keywords : *Fishery Sector, Decision Making, Fuzzy AHP*

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