

## **ABSTRACT**

### **DEVELOPMENT STRATEGY FOR THE DEVELOPMENT OF NIRWANA NILA FISH**

**By**

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This study aims to analyze the factors that become strengths, weaknesses, opportunities, and threats to nirwana tilapia hatchery as well as looking for alternative strategies that can be applied to the development of nirwana tilapia hatchery carried out in Desa Sadananya, Kecamatan Sadananya, Kabupaten Ciamis. The method used is a case study. The analysis used is IFE matrix, EFE matrix, General Electric matrix, Grand Matrix, SWOT matrix, and QSPM matrix.

The main strength factor in hatchery is the existence of a community hatchery unit, the main weakness factor is capital management, the main opportunity factor for the use of technology in making alternative feed, and the main threat factor is the attack of pests and diseases on fish.

The main strategic priority in the nirwana tilapia seed business is to increase the production of nirwana tilapia fish seeds to meet demand by collaborating with the residents of Desa Sadananya to develop nirwana tilapia hatchery and improve the quality and quantity of nirwana tilapia broodstock in order to produce higher yields.

**Keywords:** SWOT Analysis, Alternative Strategy, Nirvana Tilapia Hatchery