

Abstract

AMSTRATEGY DEVELOPMENT BUSINESS MODEL Of KERAMBAH FISH FARMERS TO INCREASE COMPETITIVE ADVANTAGE OF SMALL AND MEDIUM ENTERPRISES (SMEs) IN JBI.

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This study purpose is to get an idea of the profile, capacity, marketing and distribution systems, the ability of human resources, operational, and financial capability of kerambah fish farmers in Jambi. Thus, it can be the basis for formulating the SME strategy model of kerambah fish farmers to increase competitive advantage both for Jambi city and in Jambi Province as a whole. This study employs research method combination (mixed method). The type of research that is used is a sequential combination of exploratory design, which is at the early stage of research, uses qualitative methods and the next phase employs quantitative methods. At the stage of qualitative research, it uses interpretive phenomenological approach. Further, at the stage of quantitative research, it utilizes inferential analysis tool in the form of partial least square (PLS). This study is the first study to examine kerambah fish farmers in Jambi with the aspects of business strategy, marketing, human resources, operational, financial and competitive advantage. This study is also the first study with kerambah fish farmers as the object and it engages research method combination (mixed method). The results of this study provide a conclusion, that is Strategy Development Business Model of Farmers kerambah fish consists of driver resources, which is the number of facilities and infrastructure according to the needs, especially land ownership is still less and capital equipment can affect the independence of the farmers in terms of financial dependency, that can improve productivity with the number and quality in accordance with market demand by implementing a partnership model with the implementation of Triple Helix.

Keywords: Business Strategy, Kerambah Fish Farmers, Competitive Advantage, Sequential Exploratory Design.

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