

Intisari

Evaluasi Kinerja Tempat Pelelangan Ikan Karangduwur Kecamatan Ayah Kabupaten Kebumen

Tempat Pelelangan Ikan (TPI) digunakan sebagai tempat transaksi jual beli secara terbuka antara nelayan dan juga pembeli dengan sistem penawaran bertingkat sesuai dengan kesepakatan bersama. Penelitian ini bertujuan untuk mengetahui gambaran tentang TPI Karangduwur dan aktivitasnya, mengetahui tingkat kepuasan pengguna jasa layanan TPI berdasarkan tujuan pengelolaan TPI Karangduwur, dan mengkaji atribut-atribut yang dipersepsikan penting untuk ditingkatkan oleh pengguna TPI Karangduwur dengan metode IPA (*Importance Performance Analysis*). Pengumpulan data dilakukan pada bulan Desember 2021 sampai Januari 2022 di Tempat Pelelangan Ikan Karangduwur, Kecamatan Ayah, Kabupaten Kebumen dengan menggunakan metode *Importance and Performance Analysis*. Jumlah responden nelayan sebanyak 42 orang, petugas TPI sebanyak 12 orang, bakul sebanyak 11 orang, dan blantik 15 orang. Data primer dikumpulkan melalui observasi, wawancara dan dokumentasi, sedangkan data sekunder dengan penelusuran dokumen. Data yang terkumpul kemudian dianalisis dengan perpaduan metode deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa TPI Karangduwur merupakan sarana yang dibuat oleh Dinas Lingkungan Hidup Kelautan dan Perikanan Kabupaten Kebumen untuk memudahkan nelayan dalam menjual hasil tangkapannya. Hasil evaluasi menunjukkan bahwa kinerja TPI Karangduwur belum sepenuhnya memenuhi harapan responden. Luas lahan parkir kapal dan kendaraan, fasilitas sanitasi, tempat cuci tangan dan toilet, kecepatan perbaikan dan penambahan fasilitas, serta transaksi pembayaran hasil lelang ke nelayan dinilai masih kurang dan relatif lama, sehingga belum memenuhi harapan responden.

Kata kunci: evaluasi, kinerja, nelayan, pengelolaan, Tempat Pelelangan Ikan.

Abstract

Performance Evaluation of Karangduwur Fish Auction Place at Ayah Sub-district Kebumen Regency

The Fish Auction Place (TPI) is used as a place for open buying and selling transactions between fishermen and buyers with a multilevel bidding system according to mutual agreement. This study aims to describe the profiles of TPI Karangduwur and its activities, knowing the level of satisfactiob of TPI service users based on the management objectives of TPI Karangduwur, and assessing the attributes that are perceived as importance to be improved by TPI Karangduwur users using the IPA (Importance Performance Analysis) method. Data collection was carried out from December 2021 to January 2022 at the Karangduwur Fish Auction Place, Ayah District, Kebumen Regency and data was analyzed using qualitative and quantitative descriptive method. The Importance an collected Performance Analysis was applied to determine the perceived quality of TPI services. The number of respondents were 42 people of fishermen, 12 respondends of TPI officers, 11 people of baskets/collectors and 15 people of booths. Primary data was through observation, interviews, and documentation, while secondary data was collected by document tracing. The study showed that TPI Karangduwur is a facility constructed and managed by the Department of the Environment, Marine and Fisheries of Kebumen Regency, to ease fishermen sell their catch at reasonable price. The evaluation results showed that TPI's performance has not fully met the expectations of respondents is the area for parking ships and vehicles, sanitation facilities, hand washing and toilet facilities, speed of repair and addition of facilities, as well as payment transactions for auction results to fishermen are considered insufficient and relatively long, so they have not met the expectations of respondents.

Keywords: evaluation, performance, fishermen, management, Fish Auction Place.