

## Intisari

### Perubahan Sosial Ekonomi pada Kelompok Pembudidaya Ikan Mina Kepis Kalurahan Sumberadi Kapanewon Mlati Kabupaten Sleman

Pokdakan Mina Kepis merupakan pokdakan kelas utama, terletak di Dusun Burikan, Kalurahan Sumberadi, Kabupaten Sleman, yang berdiri sejak tahun 1983. Penelitian ini bertujuan untuk mengetahui perubahan perilaku anggota Pokdakan Mina Kepis dalam membudidayakan ikan, memasarkan hasil budidaya, dan berorganisasi selama pandemi COVID-19. Pengumpulan data lapangan dilakukan selama bulan Januari 2022. Data primer diperoleh dari hasil wawancara dengan 21 anggota Mina Kepis menggunakan metode *purposive sampling*. Responden yang terpilih mempunyai kolam dan aktif membudidayakan ikan untuk sumber pendapatan. Data sekunder diperoleh dari Satgas COVID-19 Puskesmas Mlati II, Profil Pokdakan Mina Kepis, Profil Perikanan Kabupaten Sleman, Monografi Kalurahan dan Kapanewon. Hasil penelitian menunjukkan bahwa terjadi perubahan perilaku dalam budidaya ikan, memasarkan hasil, dan berorganisasi. Dalam budidaya ikan, pembudidaya mengurangi pemberian cacing sutra pada benih, mengurangi frekuensi atau jumlah pakan pelet pada ikan konsumsi, serta meningkatkan pemberian pakan tambahan dari tumbuhan untuk mengulur waktu pemanenan. Pembudidaya juga mengurangi tebar ikan serta memanen secara bertahap untuk menyesuaikan permintaan pasar. Pemasaran hasil tetap dilakukan secara langsung di Pasar Ikan Mina Kepis dan melalui media sosial seperti *WhatsApp* dan *Facebook*, meskipun tidak semua anggota melakukannya. Dalam berorganisasi, anggota dan pengurus menunda pertemuan rutin bulanan saat kasus COVID-19 sedang melonjak tinggi dan interaksi lebih banyak dilakukan menggunakan ponsel.

Kata kunci: budidaya ikan, COVID-19, Kabupaten Sleman, pemasaran ikan, pokdakan

### *Abstract*

#### Socio Economic Change of Mina Kepis Fish Farmer Group in Sumberadi Village Mlati District Sleman Regency

Mina Kepis is one of the top-tier fish farmer groups located in Sumberadi Village, Mlati District, Sleman Regency, and was founded in 1983. This research aimed to observe the changes of Mina Kepis members in fish production, marketing, and their organizational activity during the COVID-19 pandemic. Data collection was conducted in January 2022. Primary data were collected through interviews with 21 members of Mina Kepis, which were selected using the purposive sampling method. Selected respondents have ponds and actively cultured fish as their income source. Secondary data were obtained from the COVID-19 task force in Mlati II public health service, Mina Kepis profile, Sleman District fishery profile, village monograph, and district monograph. This research result shows there were changes in fish culture, marketing, and organization activities. In fish culture, fish farmers slowed down the production by reducing giving silkworm feed for fish seeds, reducing the frequency or amount of pellet, and increasing plant feed to prolong harvest time in fish enlargement. Fish farmers also reduced fish stockings and harvested gradually to match market demand. Marketing was implemented via direct marketing in Mina Kepis Market and online marketing using social media such as WhatsApp and Facebook, although not every member implements it. In the organization aspect, the members and administrators delayed the monthly meeting during the peak of COVID-19 cases, and the interaction was done online using the mobile phone.

**Keywords:** COVID-19, fish culture, fish farmer, marketing, Sleman Regency