

INTISARI

PERSEPSI PENGGUNA LAYANAN PELABUHAN DALAM PENERAPAN *ECO-FISHING PORT* DI PELABUHAN PERIKANAN SAMUDERA CILACAP

Pelabuhan disebut sebagai *eco-fishing port* (EFP) apabila pengelolaan dan pengoperasiannya mempertimbangkan faktor sosial, ekonomi, dan lingkungan di samping keuntungan bisnis. Penelitian ini bertujuan untuk mengetahui persepsi pengguna tentang kebijakan *eco-fishing port* berdasarkan kelompok pengguna di Pelabuhan Perikanan Samudera Cilacap, mengetahui sikap dan tindakan kelompok pengguna dalam penerapan kebijakan pelabuhan berwawasan lingkungan di Pelabuhan Perikanan Samudera Cilacap, dan mengetahui strategi pengelolaan *eco-fishing port* secara berkelanjutan di Pelabuhan Perikanan Samudera Cilacap. Penelitian dilakukan di PPS Cilacap pada bulan Agustus-Oktober 2025. Penelitian menggunakan metode deskriptif kuantitatif dengan teknik survei. Responden pada penelitian ini terbagi menjadi 6 kelompok yaitu industri pengolahan perikanan, nelayan, pemilik kapal, penjual ikan, penyedia logistik perjalanan, dan buruh di PPS Cilacap. Penarikan sampel dilakukan melalui pendekatan *purposive sampling* dengan total responden 67 orang. Analisis persepsi kelompok pengguna di pelabuhan dilakukan dengan *scoring method* menggunakan Skala Likert. Hasil penelitian menunjukkan bahwa tingkat pengetahuan pengguna mengenai kebijakan *eco-fishing port* masih sangat rendah, yaitu hanya 1 dari 67 responden yang mengetahui keberadaan kebijakan tersebut. Sikap kelompok pengguna terhadap penerapan kebijakan pelabuhan berwawasan lingkungan cenderung positif dan tidak menunjukkan adanya sikap penolakan. Persepsi pengguna terhadap kelima parameter *eco-fishing port* di PPS Cilacap masih menunjukkan perlu adanya perbaikan fasilitas di PPS Cilacap.

Kata kunci: *Eco-fishing port*, fasilitas, pelabuhan, persepsi

ABSTRACT

PERCEPTIONS OF PORT SERVICE USERS IN THE IMPLEMENTATION OF ECO-FISHING PORTS IN CILACAP OCEAN FISHING PORT

A port is called an eco-fishing port (EFP) if its management and operation consider social, economic, and environmental factors in addition to business benefits. This study aims to determine user perceptions of eco-fishing port policies based on user groups at the Cilacap Ocean Fishing Port, to determine the attitudes and actions of user groups in implementing environmentally friendly port policies at the Cilacap Ocean Fishing Port, and to determine sustainable eco-fishing port management strategies at the Cilacap Ocean Fishing Port. The study was conducted at the Cilacap PPS in August-October 2025. The method used in this study is a descriptive survey method. Respondents in this study were divided into 6 groups, namely: fishery processing industry, fishermen, ship owners, fish sellers, travel logistics providers, and workers at the Cilacap PPS. Sampling was carried out using a purposive sampling approach with a total of 67 respondents. Data processing and analysis used descriptive statistical processing. The analysis of user group perceptions at the port was conducted using a scoring method using a Likert Scale. The research results indicate that the level of user knowledge regarding the eco-fishing port policy is still very low, as seen by only 1 out of 67 respondents who are aware of the policy's existence. In general, the user group's attitude towards the implementation of the environmentally friendly port policy tends to be positive and does not indicate any rejection. User perceptions of the five eco-fishing port parameters at the Cilacap Port (PPS) still indicate the need for facility improvements at the PPS Cilacap.

Keywords: Eco-fishing port, facility, perception, ports.