

Intisari

Tujuan dari penelitian ini adalah mengetahui aspek teknis maupun ekonomis budidaya nila merah (*Oreochromis sp.*) yang berubah selama masa pandemi COVID-19 dan strategi penanganannya. Penelitian ini dilakukan dengan metode deskriptif kuantitatif. Pengumpulan data dilakukan menggunakan kuisisioner dan dilakukan dengan wawancara. Responden penelitian terdiri dari 32 pembudidaya nila merah di Desa Nnganjat. Data dianalisis menggunakan *Uji Wilcoxon Signed Rank Test*. Hasil penelitian menunjukkan bahwa pandemi COVID-19 mengakibatkan perubahan pada aspek teknis dan ekonomi budidaya nila merah meliputi peningkatan harga pakan, penurunan harga jual ikan, penurunan jumlah pakan yang diberikan, penurunan ukuran ikan yang dipanen, penurunan waktu pemeliharaan serta penurunan pendapatan sebesar 95,43%. Strategi budidaya nila merah dimasa Pandemi COVID-19 yaitu dengan menggunakan pakan alternatif, penerapan metode pemuasaan ikan, dan perluasan pemasaran dengan media sosial.

Kata kunci: budidaya, Covid-19, ekonomi, Desa Nnganjat, strategi

Abstract

The purpose of this study is to determine the technical and economic aspects of the cultivation of red tilapia (*Oreochromis sp.*) that change during the period of the quarantine and strategic to handle it. This research was conducted with quantitative descriptive methods. Data collection was carried out using questionnaire and interview. The research respondents consisted of 32 red tilapia farmers in Nganjat Village. Data were analyzed using the Wilcoxon Signed Rank Test. The results showed that the application of the quarantine area during the COVID-19 pandemic affected to the cultivation of red tilapia. The affect are feed prices and fish selling prices that changes in several technical and economic aspects of red tilapia cultivation, such as the dose of feed, size of fish harvested, time of maintenance and income received decreased by 95,43%. Strategies to overcome barriers to the implementation of quarantine areas in aquaculture are using alternative feed, the application of fish mastery methods, and expansion of marketing with social media.

Keywords: cultivation, Covid-19, economic, Nganjat Village, strategy