

Analysis of Business Development Strategies in Improving the Economic Welfare of Shrimp Pond Farmers at Gebang District of North Sumatera

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Abstract

The aim of this research is to examine the shrimp farming industry in Gebang District by analyzing internal and external factors affecting the business, proposing strategies for development, and evaluating the economic welfare of shrimp farmers. Employing a descriptive research methodology with a quantitative approach, data were collected through interviews and questionnaires. Informants were selected using purposive sampling, a non-probability technique, with five informants chosen based on specific criteria. Data analysis utilized the SWOT technique. Findings reveal that the IFAS matrix score is 3.77 and the EFAS matrix score is 4.13. These scores indicate that the shrimp farming industry in Gebang District is best suited to an SO (Growth-Oriented) strategy. This involves optimizing the use of extensive and strategic land to maximize profits, developing and training human resources to enhance farmers' knowledge, and improving facilities and infrastructure to boost production quality and, consequently, selling prices.

Keywords: shrimp pond cultivation, welfare, benefits, business development strategy

1. Introduction

The vast potential of marine and fishing creates a new vision and paradigm in the country, where a water-centric economy is called a blue economy. The concept is centered on marine industry and water, with particular emphasis on achieving a balance between economic growth and the environmental capacity to support it. By doing this, it aims to have a positive impact on the well-being of the wider population, while promoting sustainable economic development. The principles embodied in the blue economy have the potential to increase food and economic sustainability, which ultimately leads to achieving sustainable growth (Nasution, 2022). Langkat district, located on the coast of North Sumatera Province, is suitable for shrimp cultivation and other fishing because of its proximity to the sea. The fishing sector in Langkat District is a crucial sector that is closely linked to poverty eradication, efforts to tackle unemployment, environmental conservation efforts, and the foundation for the development of the region's economy. According to the Central Statistical Authority of Langkat District in 2023, the agriculture, forestry, and fishing sectors have the highest contribution than other sectors. The following growth rate data and PDRB growth sources in Langkat district provide further proof of this. Based on the Enterprise Report 2020 to 2022, the data are presented in percentage form on Table 1.

According to available statistics, the agriculture, forestry, and fisheries sectors have experienced the highest growth rate of 1.66 per cent in 2021, while other sectors show relatively lower positive figures. By 2022, the sectors of Agriculture, Forestry and Fisheries are projected to reach 2.58 (BPS Medan, 2024). This increase is expected to help the people of Gebang district, especially those living in coastal areas, to a peaceful living.

Gebang is a subdivision of Langkat District, North Sumatera Province, Indonesia. The government center of this district is in Gebang district. Gebang is a coastal region rich in natural resources, especially seafood such as fish, spruce, shrimp, crabs, and other kinds. One of the opportunities that exists today is the development of fishing, especially shrimp. Gebang district is one of the shrimp producing areas in Langkat district.

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Table 1. Data on Growth Rate and Resources of PDRB Development in Langkat District According to the Business Fields 2020-2022 (percentage)

Business Field	Growth rate on constant price basis 2010			Source of Growth on Constant Price Base 2010		
	2020	2021	2022	2020	2021	2022
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Agriculture, Forestry and Fairy-right	1.06	3.78	5.85	0.46	1.66	2.58
Mining and excavation	(2.16)	4.18	4.52	-0.21	0.41	0.45
Processing Industry	(1.93)	2.26	2.05	-0.27	0.31	0.28
Electricity and gas supply	2.15	3.06	4.12	0.01	0.01	0.01

Source: Central Statistical Agency of Langkat District 2023

Table 2. Grades of Success of Peacock Farmers

Years	Success rate (%)
2021	70%
2022	40%
2023	90%

Source: Interview results (2024)

From the data on Table 2, it seen that the rate of success achieved by the grain farmers is varying from one period to the next. Although there are significant fluctuations over a certain period of time, the above data suggests that the success rate of shrimp cultivation does not always experience a consistent increase. Factors that can affect the success of shrimp harvest such as weather and disease attacks on shrimps (Asaf, 2019). Aquaculture is a profitable economic effort in which humans cultivate, nurture, and control fish populations to maximize income and increase the financial well-being of farmers (Boari, 2022). The goal of the straw effort is to enhance basic fish farming operations into more sophisticated farming practices. Scallop cultivation is one of the forms of aquatic cultivation that involves the maintenance of scallops ranging from the cutting of their eggs to reaching a suitable size for harvesting and being eaten by humans. Cultivated shrubs can be freshwater shrub or seawater shrub, and the choice of place of cultivation depends on the specific living needs of the shrub (Lukman, 2024).

Development of human resources competence is a top priority (Irfany, 2022). The productivity of shrimp seedlings is influenced by several key factors, such as the availability of abundant shrimps, the application of correct and effective shrub cultivation techniques, adequate supply of water in the shrubs, and the identification of the optimal location of the land. Water bodies (Irfany, 2022). Every driver of productivity, including physical capital, human capital, natural resources, and technological knowledge, can be effectively utilized in a complex and realistic economy (Zulfa, 2022). Determining the impact of shrimp cultivation on production is a challenge because of its significant impact on the development process. Strawberry lilies often have large incomes, minimal profits, or even no profits at all. This condition depends on a variety of factors, such as shrimp prices on the market, the season of shrub farmers, and the spread of disease pests among shrapnel farmers. These factors have a direct impact on production and further influence the income and profitability of shrimps (Musman & Sukrino, 2019). In Islam, there are boundaries for all human activities, including economic transactions, by distinguishing between what is lawful and what is unlawful (Yusnaldi, 2022). The concept of Shariah in business refers to the attempt of businessmen to incorporate the presence of God in their commercial operations. This is evident from the efforts of entrepreneurs to preserve their faith, individuality, rationality, family, and wealth, so that they can generate profits that will ultimately yield positive results both in the present and the future (Syahputra, 2022).

Economic activity is one of the forms of worship that establishes relationships between individuals so that it cannot be freed from the elements of religious beliefs and ethical principles. The An-Nissa letter, paragraph 9, explains that caring for vulnerable generations is an indication of poverty, which is in stark contrast to prosperity. This verse gives advice to individuals to mitigate the risk of poverty by doing productive work and trusting in God (Komariah, 2022). The fulfillment of one's basic needs will produce a significant outcome called a massah. Masalah includes a number of tangible and intangible factors that can raise the position of mankind as the most noble being. The primary purpose of human existence is to uphold and follow the principles of Shariah, which encompasses all laws and regulations. This adherence leads to the creation of positive results and peace, while rejecting all factors that can disrupt that harmony. Furthermore, it serves as a means of formulating rules that are consistent with the course of human life, ensuring adherence to the primary purpose of Islamic law, which includes the preservation of religion,

self, reason, descent, and wealth. Any action taken with the aim of achieving such a goal can be regarded as a blasphemy. Al-Ghazali defines mashlahah as everything that can benefit and prevent evil. But in the enforcement of the law, the righteousness of the people must take precedence over the purposes of Shara, including the protection of religion, soul, reason, descendants, and property (Rusydi, 2022).

The shrimp farmers, known as shrimps, in the Langkat District, Gebang District, especially in the coastal areas, typically suffer from prolonged poverty and economic instability as a result of the challenges facing their families. Shell farmers are still vulnerable to problems that can lead to poverty. These problems include a lack of funds, inadequate shrimp production practices, resulting in high shrimps death rates or crop failures. About the processing and marketing of fishery crops. It doesn't bring prosperity to fish farmers.

To address the above problems effectively, it is recommended to use SWOT methodology. SWOT is a mnemonic that represents strengths, weaknesses, opportunities, and threats. The SWOT analysis method allows business owners to identify internal factors that indicate the strengths or weaknesses of the company, as well as external factors that bring opportunities or dangers to the organization. Therefore, business owners have the ability to make effective plans to maximize opportunities and successfully overcome obstacles (Agung, 2018).

With various problems above, the researchers chose to analyze the specialized farmers' efforts in the cultivation of shrimp straw in the district of Langkat as an object of research, because researchers wanted to find a strategy for the development of the plantation of straw. It instills optimism amongst fish farmers and the surrounding inhabitants, thus growing the potential to improve their financial well-being.

Inadequate capital management is a major challenge for entrepreneurs in developing their business and becomes a major factor. Other weaknesses that contribute are limited understanding of human resource management in the enterprise world, less optimum location of enterprises, increased lending limits that are inadequate, and limited capital resources for enterprises. As we know earlier that the cultivation of shrimp straw in the Gebang district has a high sales power so that small and medium-sized enterprises can accelerate economic growth and can improve the well-being of the people. In the research carried out (Diana, 2022). It is not known who said that the breeding of fadefish was very beneficial to the citizens of Segoro Minas. The huge income generated by this cultivation contributes to economic success and has a double effect on improved health, education, and religious convictions. It was stated by (Sutoyo, 2021) that Vanamei's business activities have been recognized as having an important role in improving the well-being of the people's economies, as stated in the document above. Gading Coast villagers have improved their well-being by producing vanamei shrimp, thus providing several benefits such as improved public income, employment opportunities, improved education, better health, and improved housing conditions.

The aim of this study is to evaluate the current conditions of the shrimp growing industry in Gebang district, analyze the internal and external factors that influence this industry, provide appropriate methods for its growth, and study the economic well-being of shrimps in the region. Gebang district. Based on the description given, this research is important to be carried out because the author has a great interest in investigating the specified topic "Analysis of Strategy for Development of Crop Industries of Cranberries in Improving Economic Welfare of Farmers Islamic Economic Perspective (Study on Clanberries of Crane Crane, Langkat District)."

2. Literature Review

The establishment requirements of fishing farming enterprises are influenced by a variety of factors, including the quality and quantity of water resources, topography, texture, and fertility of soil, human resource potential, graft cultivation technology, and available capital (Khayesi & Wegulo, 2022).

Progress in fishing farming is heavily dependent on some research on farming techniques, breeding techniques, nutrition and feeding, water quality control, and disease management. In Indonesia, the growth of the cultivation system and the diversity of cultivated fisheries have not seen significant progress. The existing fishing culture system is a continuation from one generation to the next. This lack of progress is evident when compared to the well-developed poultry farming industry (Triarso & Putro, 2019).

Conducting SWOT analysis is an alternative method to enhance fishing. A study on strengths, weaknesses, opportunities, and threats (SWOT) revealed that the growth of aquaculture companies provides more profitable prospects than potential risks (Yuniati & Rahman, 2017). SWOT analysis is a technique used to evaluate the external aspects of opportunities and threats in relation to internal strengths and weaknesses. SWOT is a systematic strategy used to find and describe the suitability of various components and approaches. This analysis is based on the

assumption that an effective strategy will maximize strength and opportunity as well as minimize vulnerabilities and threat. If applied properly, this basic premise has a significant influence on the formulation of an effective strategy. (Agung, 2018)

1.1 Welfare (Falah) in the Islamic Economy

The term “fallah” comes from the Arabic term “aflaha-yuflihu”, which means achievement, majesty, and victory. More precisely, it relates to the achievement of privileges and victories in one's existence. Fallah indicates the conditions of a prominent and prosperous existence, which encompasses the present world and the Hereafter. This abundance can be achieved by ensuring that the diverse needs of human life can be met in a balanced and equitable manner. Maslahah is the resultant influence arising from the fulfillment of one's basic desire. Maslahah encompasses all circumstances, both material and intangible, which can enhance the dignity and dignity of man as the most noble being. (Siregar et al., 2023). The teaching of Islam in the Qur'an and Sunnah affirms that social assistance is an inherent right of every human being, whatever his religion. This idea is based on the idea of *hablum minannas* (interpersonal relationship) and the mercy of *lil alamin* (kasih sayang terhadap semua makhluk). Before Islam was revealed to the Prophet (peace and blessings be upon him), this wave of well-being not only covers humanity in relation to the Prophets and Apostles, but also covers the entire individual. As an illustration, the Qur'an mentions the blessing of Isaiah, Abraham, and the apostles. It shows that God grants optimism and abundance to every living being (Saputra, 2022).

3. Research Methods

This research uses descriptive research methodology that uses a qualitative approach. Specifically intended to describe and explain a phenomenon by seeing it in its natural state. The primary purpose of qualitative research is to reveal the significance, understanding, and knowledge of a phenomenon, event, or human life, regardless of its direct involvement. Researchers in qualitative research aim to understand the importance of an event or event by actively involving individuals involved in the situation or phenomenon. (Sugiyono, 2018) Research samples are selected through purposive sampling, which means the research location is deliberately selected based on certain criteria that are consistent with the purpose of the research. (Rukin, 2019) The sample approach used is non-probability sampling. (Sugiyono, 2018). The research was carried out in Gebang district of Langkat with a focus on the coastal area that is the main hub of shrub fishing, especially shrub production. The selection of this place was made because of the presence of natural resources and skilled labor, as well as the presents of many problems related to shrub cultivation. The sample of the research selected is shrub located in the village Market Rawa shrub Gebang. This shrub is selected as a research specimen because of its expertise in shrub culture and the potential it has today. The informants selected for this study consisted of five people, namely Mr Suyanto, Mr Ragil, Mr Rudi, Mr Samsul, and Mr Sapar.

This research uses primary and secondary data sources. Primary data is collected by conducting direct interviews with people, often the general public, using a predefined set of questions known as questionnaires. In addition, further data are obtained from official sources such as the Central Statistical Agency (BPS), as well as additional scientific papers and fiction books. (Sugiyono, 2018).

To assess the growth potential of shrimp crops in the Rawa Market Village, Gebang district, used SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify and design a business plan systematically based on several elements. (SO, strategi ST, WO, dan WT). This analysis is based on a rational approach that seeks to maximize strengths and opportunities while minimizing weaknesses and threats.

4. Results and Discussion

This study examines the advantages and disadvantages of the cultivation of shrimp in Gebang district. Such strengths and weaknesses will be considered with opportunities and risks in relation to the development of shrimp cultivation. By using SWOT analysis methods, as well as performing IFE and EFE analyses, can determine the most effective methods to ensure continuity and success in a competitive environment.

Internal Factor Evaluation (IFE) to help the development strategic factors in shrimp crops, we can see in the Table 3.

Table 3. Internal Factor Evaluation

Internal's Factor				
Strenght		Weight	Rate	Score
Large land potential		0.126	4.6	0.58
Have a qualified workforce		0.099	3.6	0.35
Production quality		0.126	4.6	0.58
Shrimp and prasarana are adequate.		0.104	3.8	0.4
Strategic location of coastal areas		0.126	4.6	0.58
				2.49
Weakness		Weight	Rate	Score
The massive cost of production.		0.088	3.2	0.28
Limited capital availability		0.088	3.2	0.28
Limit the availability of seeds		0.088	3.2	0.28
Less optimum use of grain land		0.065	2.4	0.16
A minimum of technology that can support shrimp cultivation.		0.088	3.2	0.28
		1		1.28

Internal Factor Evaluation is a wide land potential factor, has a qualified labour force, quality of output, adequate facilities and supplies and strategic location (coastal area) reaches a score of 2.49. While the internal weaknesses are the high production costs, limited capital availability, limited seed supply, insufficient optimum land use, and a minimum of technology that can support the cultivation of shrubs with a score of 1.28 Internal Factor Evaluation on the shrub cultivation enterprise has a rating of 3.77 in terms of utilizing the strength in the internal conditions of the enterprise. The External Factor Evaluation (EFE) to help develop strategic factors in shrimp cultivation, can be seen in the Table 4.

Table 4. External Factor Evaluation

External Factor's				
Opportunity		Weight	Rate	Score
Having the ability to provide well-being		0.113	4.6	0.52
Big business opportunity.		0.108	4.4	0.47
The geographical position of the supporting threshold		0.112	4.6	0.52
Government policy that supports		0.108	4.4	0.47
Has a relatively high selling price		0.098	4	0.39
				2.37
Threats		Weight	Rate	Score
The lack of interest of the young generation in the cultivation of shrimp		0.102	4.2	0.43
A disease attack on shrimp		0.102	4.2	0.43
Competitor existence		0.078	3.2	0.25
It's polluted by environmental quality		0.073	3	0.22
Weather uncertainty		0.102	4.2	0.43
		1		1.76

We can see that the highest scores of external factors on the aspect of opportunity - having the ability to provide well-being, big business opportunities, geographical conditions of favourable shrubs, government policies that support and have a relatively high selling price with a total score of 2.37 - have a very good chance for such shrub cultivation ventures. With regard to the threat in the enterprise, the lack of interest of the young generation to cultivate shrimp, disease attacks on shrubs, the presence of competitors, pollution of environmental quality and uncertainty of the weather with a total score of 1.76. External factor evaluation on the shrub cultivation enterprise has a total rating of 4.13 with this we can use as much as possible opportunities in the cultivation of such shrub. Analysis is done to find out the technique used in the development of shrimp. This analysis uses the position matrix to produce a coordinate point (x,y). The x value is obtained from internal characteristic inconsistencies, especially strengths and weaknesses. On the contrary, the y value is derived from the gap of external factors, especially opportunities and threats. In this quadrant there are various aggressive strategies that can be performed by shrimps in Gebang district. Such strategies can be identified using SWOT Matrix Analysis presented in the Table 5.

Table 5. SWOT Matrix Analysis (data diolah,2024)

IFE	STRENGTH (S)	WEAKNESS (W)
	Large land potential Qualified workforce Quality of output	1. The size of the cost of production 2. limited capital availability 3. limited seed supply 4. less optimal use of fields of debris
EFE	Adequate resources and resources Strategic location (coastal area)	5. A minimum of technology that can support shrimp cultivation
OPPORTUNITY (O)	STRATEGY (SO)	STRATEGY (WO)
Have the ability to provide well-being Big business opportunities Geographical condition of the spoil that supports Government policies that support Have a relatively high selling price	Optimize the exploitation of large and strategic land potential to increase large profits 2 Efforts development and training of SDM to increase the insight of shrimp farmers Increase the utilization of means and supplies to produce more quality, so that the selling price is high.	Create strategies that minimize weaknesses to take advantage of opportunities
THREAT (T)	STRATEGY (ST)	STRATEGY (WT)
Lack of interest of younger generations in shrimp cultivation Attack of disease on shrimps Existence of competitors Pollution of environmental quality Uncertainty of weather	Create a strategy that uses power to address threats	Create strategies that minimize weaknesses and avoid threats

After the analysis of Internal Factor Evaluation (IFE) and External Factor evaluation (EFE), we know the strengths, weaknesses, opportunities and dangers of the crab growing sector. In Gebang district, the development strategy of the company can be implemented using the SO (Strength Opportunity) strategy, which aims to harness existing strengths to maximize existing possibilities. There are some strategies that can be formulated :Optimize the exploitation of large and strategic land potential to increase large profits. 2. Efforts development and training of SDM to increase the insight of shrimp farmers. 3. Increase the utilization of means and supplies to produce more quality, so that the selling price is high .In the Islamic economic perspective there are several measures that can be taken to develop and improve the well-being of shrimp farmers, among them is by applying the concept of Maqashid syariah because economic activity will not escape from the point of refusal of divinity and will eventually return to it.

Furthermore, shrimp farmers should also pay attention to Maslahah (General Interest) in the development of shrew cultivation, including contribution to the local economy, job creation, and provision of products that are beneficial to the community. Taking into consideration the principles of the Shariah in the development of shrimp cultivation, it is hoped that the activities of such enterprises not only provide economic benefits to farmers, but also consistent with the values and the main purposes of Islam, as well as can improve the economy and well-being of the community of Shrimp farmers in Gebang district.

5. Conclusion

After conducting thorough research and development, it was determined that the application of SWOT analysis is the most suitable approach to establishing a shrimp grain growing company in Gebang district. Specifically, the S-O strategy, which involves exploiting power and exploiting opportunity, is recommended. This strategy is designed to harness all the capabilities in order to be able to take full advantage of the opportunities. With this strategy, the development of shrimp cultivation in Gebang district can be done optimally. Furthermore, the lilies must always pay attention to the ethical business principles that have been established in Islam in any economic activity carried out especially the care of the Hifz al-Mal (Protection of Property) ensuring that the practices of the shrimp cultivation

enterprise do not damage the environment and natural resources excessively, as this may threaten the sustainability of production and the economic well-being of farmers in the long term.

Then the author's suggestion is that the development of shrimp cultivation in Gebang district is not independent of the role of the government that should continue to pay attention and provide assistance to the needs of shrimps farmers in developing their business. And the government can also form a Baitul Maal wat Tamwil (BMT)/Sharia Cooperation as a container that facilitates the farmers to meet the factors of weakness and threat that need to be taken into account and in developing the cultivation of shrimp in Gebang district of Langkat.

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