

ABSTRAK

SRI AYU AINUN. 2026. Analisis Potensi Tempat Pelelangan Ikan Beba Terhadap Peningkatan Perekonomian Masyarakat di Desa Tamasaju Kecamatan Galesong Utara. Skripsi. Jurusan Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh: Andi Jam'an dan Arniati

Penelitian ini merupakan jenis penelitian kualitatif deskriptif yang bertujuan untuk mengetahui potensi Tempat Pelelangan Ikan (TPI) Beba dalam meningkatkan perekonomian masyarakat di Desa Tamasaju Kecamatan Galesong Utara. Fokus penelitian ini meliputi kondisi ekonomi masyarakat dengan adanya TPI Beba, pendekatan kondisi ekonomi masyarakat melalui pendapatan nelayan dan pelaku UMKM di sekitar TPI Beba, serta sistem pemasaran hasil tangkapan dalam meningkatkan perekonomian masyarakat. Data penelitian diperoleh melalui wawancara, observasi, dan dokumentasi dengan informan yang terdiri atas pemilik kapal, anak buah kapal, nelayan harian, pelaku UMKM, dan pengelola TPI Beba. Sumber data yang digunakan yaitu data primer dan data sekunder. Teknik analisis data menggunakan tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Berdasarkan hasil penelitian menunjukkan bahwa keberadaan TPI Beba memberikan kontribusi terhadap peningkatan perekonomian masyarakat melalui meningkatnya pendapatan nelayan, terbukanya peluang usaha bagi pelaku UMKM, serta terciptanya aktivitas ekonomi yang mendorong perputaran ekonomi lokal. Sistem pemasaran di TPI Beba juga mendukung distribusi hasil tangkapan menjadi lebih efisien dan memberikan peluang harga yang lebih kompetitif bagi nelayan. Meskipun demikian, masih terdapat kendala seperti keterbatasan fasilitas penunjang, sistem pemasaran yang belum optimal, dan lemahnya pengelolaan kelembagaan TPI yang perlu mendapat perhatian untuk optimalisasi fungsi TPI ke depan.

Kata Kunci: *Potensi TPI, Perekonomian Masyarakat, Nelayan, UMKM.*

ABSTRACT

SRI AYU AINUN. 2026. *Analysis of the Potential of Beba Fish Auction Place on Improving Community Economy in Tamasaju Village, North Galesong District. Thesis. Department of Development Economics, Faculty of Economics and Business, Universitas Muhammadiyah Makassar. Supervised by: Andi Jam'an dan Arniati*

This research is a descriptive qualitative study aimed at analyzing the potential of the Beba Fish Auction Place (TPI) in improving the economy of the community in Tamasaju Village, North Galesong District. The focus of this research includes the economic condition of the community with the existence of Beba TPI, the community's economic condition through the income of fishermen and micro, small, and medium enterprises (MSMEs) around Beba TPI, as well as the marketing system of fish catches in improving the community's economy. The data in this study were obtained through interviews, observations, and documentation involving informants consisting of boat owners, crew members, daily fishermen, MSME actors, and the manager of Beba TPI. The sources of data used were primary and secondary data. Data analysis techniques used in this study consisted of data reduction, data display, and conclusion drawing. The results of the study show that the existence of Beba TPI contributes to improving the community's economy through increasing fishermen's income, creating business opportunities for MSMEs, and generating economic activities that support local economic circulation. The marketing system at Beba TPI also supports more efficient distribution of fish catches and provides opportunities for fishermen to obtain more competitive prices. However, there are still several obstacles such as limited supporting facilities, an underdeveloped marketing system, and weak institutional management of the fish auction place, which need attention to optimize the function of Beba TPI in the future.

Keywords: *Fish Auction Place Potential, Community Economy, Fishermen, MSMEs.*