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Strategy of Development Marine Culture Through SWOT Analysis Approach in Gorontalo Utara CITRA PANIGORO, JULIANA2((1Resources Management of Fishery Study Program, 2Aquaculture Study Program, State University of Gorontalo. Jl. Jenderal Sudirman, No. 6, Gorontalo City, Indonesia. Tel./Fax. +62-435-821175/+62-435-821752, (email: citrapanigoro@ung.ac.id, ((email: : juliana@ung.ac.id ABSTRACT The fishery potential in Gorontalo Utara regency consists of capture fisheries and aquaculture fishery.

The utilization of capture fishery potential in Gorontalo district has reached 72.55%, while the utilization of sea cultivation potential is only 15% of the potential. Based on these data, the cultivation of the sea is very potential to be developed in the District of North Gorontalo because it has a high potential but the utilization is still low. The development of marine aquaculture can be successfully supported by various factors.

Factors influencing the development of marine aquaculture include environmental, economic, socio-cultural, infrastructure, legal and institutional factors. This study aims to establish a strategy of aquaculture development that can be used to determine the utilization of a region through the approach of carrying capacity of environmental quality by integrating environmental, economic, socio-cultural, infrastructure, legal and institutional factors.

The method used in the research is SWOT analysis that is by identifying internal factors and external factors that influence the development of marine aquaculture. The result of the research is obtained on the strategy of S-T: 0.84, W-O strategy: 0.75, S-O strategy: 0.69 and W-T: 0.64. Based on these results, the S-T strategy has the highest value,

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indicating that the strength and challenge factors are the most important factor in the development of marine aquaculture in Kabupaten Gorontalo Utara.

Key words: Economy, Environmental quality, Infrastructure, Sea cultivation, Social

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