

ANALISIS EKONOMI BIRU DALAM PEMBANGUNAN KESEJAHTERAAN MASYARAKAT PESISIR DI DESA PANGKE BARAT KABUPATEN KARIMUN

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ABSTRAK

Penelitian ini mengkaji praktik dan potensi penerapan konsep ekonomi biru dalam mendukung pembangunan kesejahteraan masyarakat pesisir di Desa Pangke Barat, Kecamatan Meral Barat, Kabupaten Karimun. Latar belakang penelitian didasarkan pada tingginya ketergantungan masyarakat terhadap sektor perikanan tradisional yang menghadapi berbagai tantangan, seperti fluktuasi hasil tangkapan, degradasi lingkungan pesisir, keterbatasan akses modal dan teknologi, serta dampak aktivitas industri maritim.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam, observasi lapangan dan dokumentasi, kemudian dianalisis secara tematik dengan bantuan perangkat lunak NVivo 14. Hasil penelitian menunjukkan bahwa masyarakat pesisir Desa Pangke Barat telah menerapkan prinsip-prinsip ekonomi biru secara alami, khususnya melalui penggunaan alat tangkap ramah lingkungan, diversifikasi usaha pengolahan hasil laut, serta kesadaran kolektif dalam menjaga keberlanjutan ekosistem laut.

Namun, penerapan ekonomi biru di Desa Pangke Barat masih terbatas dan belum terintegrasi secara optimal dalam kebijakan pembangunan daerah. Peran pemerintah masih berfokus pada bantuan jangka pendek, sementara penguatan kapasitas masyarakat dan inovasi ekonomi belum maksimal. Oleh karena itu, ekonomi biru memiliki potensi strategis untuk meningkatkan kesejahteraan masyarakat pesisir apabila didukung oleh tata kelola yang inklusif dan kolaborasi berkelanjutan.

Kata kunci: Ekonomi Biru, Kesejahteraan Masyarakat, Masyarakat Pesisir, Desa Pangke Barat

**ANALYSIS OF BLUE ECONOMY IN THE DEVELOPMENT OF WELFARE
FOR THE COASTAL COMMUNITY IN PANGKE BARAT VILLAGE
KARIMUN REGENCY**

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ABSTRACT

This study examines the practices and potential application of the blue economy concept in supporting the welfare development of coastal communities in Pangke Barat Village, Meral Barat District, Karimun Regency. The research is motivated by the community's high dependence on traditional fisheries, which face multiple challenges, including fluctuations in catch yields, coastal environmental degradation, limited access to capital and technology, and the impacts of marine industrial activities.

This research employs a qualitative approach using a case study method. Data were collected through in-depth interviews, field observations, and documentation, and were analyzed thematically with the assistance of NVivo 14 software. The findings indicate that the coastal community in Pangke Barat Village has naturally adopted blue economy principles through the use of environmentally friendly fishing gear, diversification of marine product processing activities, and collective awareness in preserving marine ecosystem sustainability.

However, the implementation of the blue economy in Pangke Barat Village remains limited and has not been fully integrated into local development policies. Government efforts are still largely focused on short-term assistance, while community capacity building and economic innovation remain underdeveloped. Therefore, the blue economy represents a strategic potential to enhance coastal community welfare if supported by inclusive governance and sustainable collaboration.

Keywords: *Blue Economy, Coastal Community, Welfare, Pangke Barat Village*