

ABSTRAK

Pendapatan nelayan di Desa Teluk Setimbul, Kabupaten Karimun masih dipengaruhi oleh berbagai kendala, seperti keterbatasan kapasitas alat tangkap, rendahnya pelatihan kewirausahaan, serta belum optimalnya literasi pemasaran digital. Kondisi tersebut menyebabkan hasil tangkapan dan peluang pemasaran belum dimanfaatkan secara maksimal sehingga berdampak pada tingkat pendapatan nelayan. Penelitian ini bertujuan untuk menganalisis pengaruh kapasitas alat tangkap, pelatihan kewirausahaan, dan literasi pemasaran digital terhadap pendapatan nelayan di Desa Teluk Setimbul, Kabupaten Karimun, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah nelayan di Desa Teluk Setimbul Kabupaten Karimun, dengan jumlah sampel sebanyak 49 responden yang ditentukan menggunakan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan program SPSS versi 26 melalui uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial kapasitas alat tangkap tidak berpengaruh signifikan terhadap pendapatan nelayan, sedangkan pelatihan kewirausahaan dan literasi pemasaran digital berpengaruh positif dan signifikan terhadap pendapatan nelayan. Secara simultan, kapasitas alat tangkap, pelatihan kewirausahaan, dan literasi pemasaran digital berpengaruh signifikan terhadap pendapatan nelayan. Koefisien determinasi menunjukkan bahwa variabel independen mampu menjelaskan variasi pendapatan nelayan sebesar 64,7%, sedangkan sisanya 35,3% dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil penelitian, dapat disimpulkan bahwa peningkatan pendapatan nelayan lebih dipengaruhi oleh pelatihan kewirausahaan dan literasi pemasaran digital dibandingkan kapasitas alat tangkap. Oleh karena itu, pemerintah daerah dan instansi terkait diharapkan dapat meningkatkan penyelenggaraan pelatihan kewirausahaan serta pendampingan pemasaran digital bagi nelayan agar mampu meningkatkan produktivitas usaha dan kesejahteraan masyarakat pesisir.

Kata Kunci: Kapasitas Alat Tangkap; Pelatihan Kewirausahaan; Literasi Pemasaran Digital; Pendapatan Nelayan

ABSTRACT

The income of fishermen in Teluk Setimbul Village, Karimun Regency, is still influenced by several factors, including limited fishing gear capacity, inadequate entrepreneurship training, and insufficient digital marketing literacy. These conditions have prevented fishermen from maximizing their fishing productivity and marketing opportunities, thereby affecting their income. This study aims to analyze the effect of fishing gear capacity, entrepreneurship training, and digital marketing literacy on the income of fishermen in Teluk Setimbul Village, Karimun Regency, both partially and simultaneously. This study employed a quantitative research approach using a survey method. The population consisted of fishermen in Teluk Setimbul Village, Karimun Regency, with a sample of 49 respondents selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed with IBM SPSS Statistics Version 26 through validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results indicate that, partially, fishing gear capacity has no significant effect on fishermen's income, while entrepreneurship training and digital marketing literacy have a positive and significant effect on fishermen's income. Simultaneously, fishing gear capacity, entrepreneurship training, and digital marketing literacy significantly affect fishermen's income. The coefficient of determination shows that the independent variables explain 64.7% of the variation in fishermen's income, while the remaining 35.3% is influenced by other factors outside the scope of this study. In conclusion, the improvement of fishermen's income is more strongly influenced by entrepreneurship training and digital marketing literacy than by fishing gear capacity. Therefore, local governments and relevant institutions are expected to enhance entrepreneurship training programs and provide continuous assistance in digital marketing to improve fishermen's business performance and welfare.

Keywords: Fishing Gear Capacity; Entrepreneurship Training; Digital Marketing Literacy; Fishermen's Income