Vol. 3 No. 1 (2024)
e-ISSN: 2963-7589
Economic and Business Journal | ECBIS
https://ecbis.net/index.php/go/index

LOGISTICS DISTRIBUTION PERSPECTIVE IN THE FISHERIES SECTOR TO SUPPORT WEST SULAWESI'S READINESS AS A SUPPORTING REGION FOR THE NEW CAPITAL CITY

Muhammad Fauzan[1], Nur Ariyandani[2]

[1,2)] Department of Management, Sulawesi Barat University, Majene, Indonesia

Corresponding Author: muhammadfauzan@unsulbar.ac.id

Submitted:	Revised:	Accepted:
26 October 2024	01 December 2024	05 Decmber year

Abstract

The study aims to explore the logistics distribution perspective in the fisheries sector of West Sulawesi. It focuses on supporting the region's readiness as a supporting area for the new National Capital (IKN) by examining government policies, infrastructure readiness, and supply chain management in the fisheries sector. The research employs a qualitative approach using a literature review combined with observation and interviews with key stakeholders in the fisheries sector. The study includes a feasibility analysis and utilizes a SOAR (Strengths, Opportunities, Aspirations, Results) analysis to develop strategic recommendations for logistics and infrastructure improvements. The findings reveal that West Sulawesi has significant potential to support IKN through its fisheries sector, given its strategic location and existing infrastructure. However, challenges such as limited cold storage facilities, infrastructure readiness, and supply chain coordination need addressing. The government's draft Presidential Regulation (RPerpres) outlines a plan for port development and cold storage expansion to improve logistics. The study also suggests that collaboration with the private sector and technological adoption could enhance distribution efficiency and product quality. The research contributes to logistics and supply chain literature by addressing the specific challenges and opportunities in the fisheries sector of a developing region like West Sulawesi. It provides an original perspective on how regional policies and infrastructure development can support national capital projects and meet food supply demands while promoting sustainable practices in the fisheries industry.

***Keywords**: Blue Economy, Fisheries, Government Policy, Logistic Distribution, Infrastructure.*

1. INTRODUCTION

The Blue Economy stands for an economy with the effective use and conservation of ocean resources for sustainable marine management and economic growth at the community level (Nasution, 2022). This concept has a lot of relevance in boosting the global economy through diversifying new employment opportunities in various spheres including tourism, fisheries, maritime transport, energy, and biotechnological advancement (Ahmadi et al., 2024).

Looking at the sustainability of the development of the marine economy in contention of the Blue Economy, Indonesia is one of the countries that is endowed with favorable conditions for the development of the fisheries sector. When parts of the Indonesia archipelago, that term forms the larger part of Australia’s ocean cover since oceans cover two-thirds of Indonesia (Kobayashi, 2023). The potential in fisheries is clear from the catch in 2019 which stood at seven million tons which positioned Indonesia at the second global rank in volume of fishery commodity output (Setiyowati et al., 2022).

The West Sulawesi Province (Sulbar) is the region that has accessibility to fishing grounds which is WPPNRI 713 and has the Makassar Strait area. This position of Sulbar 677 km coastal line gives it vast opportunities for fisheries development. Moreover, this sector is especially important for the local people since fishers are the majority, if not all, of the working population (BPS Sulbar, 2022).

There are six regencies within the province, of which five regencies are recognized as the regencies with marine fishery production: Polewali Mandar Regency (27,000 tons), Mamuju Regency (20,412 tons), Majene Regency (9,319 tons), North Mamuju Regency (8,719 tons), Central Mamuju Regency (1,310 tons) which total marine fishery production equal to 66,700 tons with 2.03 trillion rupiahs value (Ministry of Marine Affairs and Fisheries, 2022). On the other hand, Mamasa Regency does not have a marine area.

The province's location in the central region, directly facing East Kalimantan, gives a significant opportunity for the government of West Sulawesi to enhance the economy in the Mandar area. This supports the local government's role as a supporting region for the new National Capital (IKN). The relocation of the IKN was decided by the Central Government in 2022, and the process of infrastructure development and the relocation of Civil Servants (ASN) as the new IKN residents is currently underway (Fauzan, 2022).

The relocation process of civil servants (ASN) will take place in several stages, with an estimated capacity to accommodate around 200,000 residents in the new National Capital (IKN) by 2024 (Saragih, 2023). The central government has also focused on ensuring food availability for the residents of the Nusantara National Capital, particularly in the fisheries sector (Fauzan, 2022). In 2022, the national fish consumption averaged 55 kg per capita per year (Marjusni and Idris, 2023), and the estimated fish consumption requirement for the IKN population is projected to reach 7,400 tons (Saragih, 2023).

The government of West Sulawesi Province must be initiative-taking as a supporting region, particularly in meeting the demand for fish. However, it also needs to predict competition with other supporting regions on the island of Sulawesi, such as South Sulawesi (438,806 tons) and Central Sulawesi (167,766 tons), whose marine fishery production exceeds that of West Sulawesi (Ministry of Marine Affairs and Fisheries). Therefore, a proper strategy is needed to highlight the region's advantages in providing significant benefits to the community (Raharjo, Ismiyati, Jaenuddin, 2023).

A strategy for preparing the distribution system must be managed appropriately to achieve integration of key sources, from planning and procurement to the management of information needed in the distribution process (Kendek et al., 2023). The advantage for West Sulawesi Province, being on the route of Indonesia's Archipelagic Sea Lanes (ALKI) two, presents an excellent opportunity to prepare logistics distribution toward the Nusantara National Capital. Logistics distribution plays a crucial role in the delivery of goods, as proving a robust system can ensure product quality and safety, accompanied by an effective and efficient process (Sahara and Saputra, 2023).

The sustainability of logistics distribution development is a major challenge for local governments, requiring support and attention to create an adequate logistics environment (Mangla et al., 2019). It is necessary to prepare a logistics distribution development strategy that can be applied to advance the logistics sector. The expected impact is the creation of a structured downstream process to support the distribution of fisheries products both in West Sulawesi and surrounding areas. Additionally, it can boost the economy for the community, particularly fishers, in coastal regions.

The researcher (Fauzan, 2022) conducted a similar study, but there are differences in the variables used in the current research. Furthermore, studies examining the readiness of infrastructure and government policies to support logistics distribution for food availability in the National Capital (IKN) are still limited. One such study was conducted by Nusu et al. (2023), which discussed strategies for enhancing the competitiveness of regional flagship commodities to support food needs in the IKN, but did not investigate the distribution of these commodities.

Based on the background described, this study aims to examine the logistics distribution perspective of the fisheries sector in West Sulawesi as a supporting region for the National Capital (IKN). The aspects that need to be investigated include government policies and infrastructure readiness in supporting the distribution flow of fishery products as a supporting region for the IKN, the fisheries supply chain management system in West Sulawesi, and, finally, strategies for developing logistics distribution in the region.

LITERATURE REVIEW

Blue Economy

The Blue Economy concept stands for a strategic approach to the sustainable management and use of marine resources. Its implementation has become a global initiative, and Indonesia, with its vast maritime territory and abundant marine resources, supported by an archipelagic landscape, has begun to embrace this approach. However, the successful adoption of the Blue Economy requires strategies such as the development of supporting infrastructure and policies tailored to effective resource management (Radiarta et al., 2015). Additionally, to fully harness this potential, policies addressing marine ecosystems are crucial, particularly considering climate change impacts, including rising sea levels and increasing ocean temperatures, which pose significant threats (Sari & Muslimah, 2020).

Infrastructure and resource management are also critical issues in advancing the Blue Economy in Indonesia. It is essential to develop infrastructure that supports this concept, ensuring it works efficiently without causing environmental harm (Ervianto, 2018). The country's efforts to implement the Blue Economy are aligned with achieving Sustainable Development Goals (SDGs), particularly those focusing on the conservation and sustainable use of ocean resources (Alifa & Zahidi, 2024). There is a strong interconnection between policy and infrastructure development in fostering the Blue Economy, and community involvement is also a key factor in ensuring the successful implementation of this concept.

The application of the Blue Economy within communities not only affects the management of marine resources through capture fisheries or aquaculture but also positively influences the development of marine tourism, significantly improving the welfare of coastal communities (Setyawati et al., 2021). Of course, the development and implementation of the Blue Economy require substantial funding, needing the government to prioritize budget allocations strategically (Bennet et al., 2024). As a reference, Caribbean Island states employ natural asset-based financing, which allows both communities and the government to collaboratively contribute to the implementation of these projects.

Supply Chain Management

Supply Chain Management is an approach that has long been used in logistics processes, serving as an integrated system that coordinates all activities within an organization to prepare and deliver products to consumers (Martono, 2019). In the fisheries sector, the supply chain concept involves stages that start from fish catching by fishermen and extend to distribution to markets or consumers. Proper supply chain management can show effectiveness and efficiency in the distribution of fishery products, which can significantly enhance the welfare of fishermen (Fiati & Latubessy, 2019).

However, there are indeed challenges in managing the fishery supply chain, where factors such as price fluctuations, limited infrastructure, and restricted access for fishermen to reach markets play a significant role (Saputra et al., 2022). An ideal supply chain management model in the fisheries sector must prove a comprehensive concept that addresses the complexities from upstream to downstream, involving all components from fishermen, collectors, processing industries, to retailers (Batubara et al., 2017). Refining the supply chain in this sector also requires coordination across all aspects, including the government as a key stakeholder, to develop infrastructure and implement quality standards for fishery products (Tunnisa et al., 2022).

The application of information technology in supply chain management is also crucial today, as the use of technology can enhance transparency and market access for fishermen, providing positive impacts by bringing them closer to consumers and boosting their income (Fiati & Latubessy, 2019). Social interactions also play a vital role in the efficiency of fishery product trade; relationships between suppliers and buyers can add value through social networks that ease the flow of goods and information to consumers (Pedroza-Gutiérrez & Hernández, 2020).

The Logistics Distribution

The logistics distribution flow in the fisheries sector requires strategies to address challenges that vary depending on geographic location, infrastructure readiness, or market conditions in a particular area. Logistics distribution is an integral part of supply chain management and is significant in managing distribution processes. Effective management is essential because shipping costs and delivery times significantly impact logistics, necessitating route planning and scheduling optimization to reduce shipping costs and shorten delivery times (Mustakim, 2021). The fisheries sector also requires proper management, one aspect being the cold chain, which plays a crucial role in maintaining the quality of fishery products to ensure they remain optimal until they reach the consumer (Mustakim, 2021).

Looking at other countries, Greece faces challenges in managing fishery logistics distribution due to prohibitive costs and limited storage infrastructure. In response, they have integrated information technology to enhance delivery accuracy and quality (Papavassilou, 2008). The cold chain is an essential component of fishery planning distribution. For instance, the Puger Fishery Port in Jember encounters problems due to inadequate facilities, affecting the quality of fishery products (Salmiya et al., 2022). A comparable situation occurs in Bangladesh, where fishery logistics are disrupted by inconsistent ice availability during distribution, leading to a decline in product quality (Haque et al., 2021). These conditions highlight the need for improving storage infrastructure and enhancing handling practices once the fishermen's catch arrives onshore to maintain quality and prevent economic losses for traders.

Increasing logistics efficiency requires a systematic approach, especially in fishery logistics distribution, with an emphasis on optimizing distribution routes, investing in technology, and developing storage facilities such as refrigerated containers. Careful handling in the distribution process is crucial to maintaining product quality, while the implementation of technology for monitoring storage and transportation conditions will aid oversight (Sari et al., 2022). The right strategy can improve cost efficiency and preserve product quality until it reaches the consumer.

Government Policy

Policy refers to a program aimed at achieving specific goals and values through directed actions (Laswell & Kaplan, 1970). The government issues policies as an effort to maintain strategic stability that positively impacts society, as reflected in the government's policy on the development of fisheries infrastructure. The policy in the fisheries sector aims to support the improvement of port infrastructure, such as the development of fishing ports and the availability of cold storage facilities as storage for fishermen's catch (Rahmayanti, 2018).

In addition to infrastructure development, the policy also targets licensing and regulations in fishing practices, aiming to eliminate illegal practices and regulate the use of environmentally friendly fishing gear. The implementation of this policy also impacts the control of fleet usage, restriction of fishing areas, and the advancement of technology to support increased catches by fishers (Ririhena & Kour, 2022). Collaboration between the government and the private sector plays a crucial role in the implementation of government policies, such as providing infrastructure and facilities that can be added to fishing ports. The constructive collaboration between the government and the private sector can accelerate the provision and development of infrastructure to support fishing activities and create opportunities for fishery product exports (Kusdiantoro et al., 2019; Samsuddin et al., 2024).

RESEARCH METHOD

The research method employed is qualitative with a literature study approach, involving activities such as observation and interviews. The researcher engages experts and practitioners involved in the fisheries sector. To strengthen this research, a feasibility analysis is utilized, supported by SOAR analysis.

The selection of this method aligns with the research needs, as the context within the literature study encompasses the selection of cases that are Real-Life Events (current) and ongoing (Assyakurrohim et al., 2023). The case study follows a Prospective approach, with a tendency for the method applied to focus on the development of the case (Rahardjo, 2017).

RESULTS AND DISCUSSION

The Government Policy and Infrastructure Readiness

Based on the results of observations and interviews regarding the logistics distribution in the fisheries sector and the readiness of West Sulawesi (Sulbar) as a supporting region for the Nusantara Capital City (IKN), several areas still require development, particularly in the logistics distribution and infrastructure readiness within the fisheries sector in West Sulawesi. Government policy is a key aspect examined in this study, with interviews conducted with the Department of Marine and Fisheries of West Sulawesi Province, which serves as the central body for fisheries management, revealing the preparation of policy planning within a draft Presidential Regulation (RPerpres).

The draft outlines policies on accelerating economic transformation as a supporting region for IKN, with six clusters proposed by West Sulawesi. According to the RPerpres draft, two clusters support the fisheries sector: the Cluster for the Development of Agricultural, Farming, and Fisheries Production Centers, and the Cluster for Enhancing Connectivity and Movement Hubs. These clusters focus on developing activities and supporting infrastructure needed in the West Sulawesi region.

Table 1. Development of the Fisheries Sector in West Sulawesi Province

Development Activities	Supporting Infrastructure
Development of Capture Fisheries Potential	**Development of Potential in Skipjack and Tuna Capture Fisheries,** accompanied by supporting facilities and infrastructure.
Aquaculture Development	**Aquaculture has a Key Development Potential for** supplying fishery products such as vannamei shrimp, seaweed, and milkfish.
Fish Processing Industry	**Enhancement of the Fish Processing Industry,** supported by the necessary infrastructure.
Development of Palipi Port, Majene Regency	**Development of Fisheries Port Infrastructure (PPN/PPI)** to strengthen the fisheries sector in West Sulawesi.
Development of Banggae Port, Majene Regency	**Advancement of Fisheries Port Infrastructure (PPN/PPI)** to bolster the fisheries sector in West Sulawesi.
Development of Kasiwa Port, Mamuju Regency	**Improvement of Fisheries Port Infrastructure (PPN/PPI)** to reinforce the fisheries sector in West Sulawesi.

Source: Draft RPerpres Daerah Penyangga IKN, 2024

The draft indicates that the West Sulawesi Provincial Government (Pemprov Sulbar) places significant emphasis on boosting the economy through the fisheries sector. Capture fisheries and aquaculture are strategic projects aimed at enhancing competitiveness with other supporting regions, complemented by the development of the fish processing industry, which adds value to fishery products from Sulbar.

Infrastructure support is also crucial for advancing the fisheries sector. According to the draft Presidential Regulation (RPerpres), the government focuses on developing fishing ports in Mamuju Regency, namely the Kasiwa Fish Landing Base (PPI), and in Majene Regency, the Banggae and Palipi PPIs. The infrastructure development aims to strengthen the fisheries sector by improving the distribution chain, where fish caught by fishermen or suppliers are delivered to the fishing ports before being distributed to marketers or wholesalers, and eventually to various sectors, such as processing industries, markets, and consumers.

Referring to the draft Presidential Regulation (RPerpres) and the current state of supporting infrastructure for the fisheries distribution chain in West Sulawesi (Sulbar), interviews were conducted with local government agencies in regions with significant capture fisheries output, namely the Department of Marine Affairs and Fisheries (DKP) in Polewali Mandar, Majene, and Mamuju Regencies. Additionally, direct observations were made to assess the existing infrastructure conditions. The findings from the interviews and observations are summarized in the following table:

Table 2. Interview Results and Infrastructure Observation

No.	Government Agency	Interview Results	Infrastructure Observation
1	**Department of Marine Affairs and Fisheries, Polewali Mandar Regency**	The fishing ports are still functioning well, but the cold storage facilities are no longer operational. However, efforts are underway by the authorities to reactivate the fish storage facilities to ensure fish availability in Polewali Mandar.	The current situation at **PPI Polewali Mandar** shows that the port is still active, with a fish auction facility available, making it a key landing site for fishermen's catches before distribution to markets or wholesalers. However, the cold storage facility is no longer operational.
2	**Department of Marine Affairs and Fisheries, Majene Regency**	Majene Regency has two fish landing bases (PPI), namely PPI Banggae and PPI Palipi. Based on interviews: • **PPI Banggae** is an active fishing port for local fishermen and has a cold storage facility. However, it has limited storage	- The current situation at **PPI Banggae** indicates that it is actively used as a landing site for fisheries in Majene Regency. It also serves as a fish auction facility where catches are distributed to markets or

		capacity, which prevents it from accommodating larger catches. • **PPI Palipi** is currently used by fishermen for distributing their catch, but it lacks cold storage facilities to store the fish.	wholesalers, with cold storage facilities available. - The current situation at **PPI Palipi** is that it is undergoing development to establish a fish auction facility. Despite this, the port continues to be used by fishermen as a landing site for their catches.
3	**Department of Marine Affairs and Fisheries, Mamuju Regency**	At Mamuju Regency, **PPI Kasiwa** is the most active PPI and has a cold storage facility capable of accommodating a substantial amount of fish catch.	The current situation at **PPI Kasiwa** is similar to that of PPI Banggae and includes the largest fish auction facility in West Sulawesi's capital. The infrastructure is also relatively complete, with cold storage available.

Source: Researcher, 2024

Based on the RPerpres policy the current state of fisheries infrastructure in West Sulawesi, it can be concluded that the efforts of the West Sulawesi Government are aligned in preparing the infrastructure for fish distribution. The government plans to focus on developing and enhancing the infrastructure at the fishing ports to support the fisheries distribution chain. Interviews and observations indicate that these ports are actively used by fishermen for landing their catches.

However, several challenges remain, particularly concerning the operational status of cold storage facilities, which are not yet optimal. Cold storage is crucial for preserving fish catches, especially during peak harvest seasons, to maintain stock availability and quality. Observations reveal that the cold storage at PPI Polewali Mandar is non-operational and requires support from either the government or the private sector. The storage capacity at PPI Banggae is limited, while PPI Palipi is still in the development phase.

Overall, the RPerpres outlines efforts to improve fisheries facilities and infrastructure, but the implementation on the ground needs to be expedited to optimize the fisheries sector in West Sulawesi and support the strategic role of the region in meeting the needs of the Nusantara Capital City (IKN).

The Supply Chain of the Fisheries Sector in West Sulawesi

The logistics distribution flow of the fisheries sector in West Sulawesi Province can be observed in the supply chain of fishers in the Sulbar region.

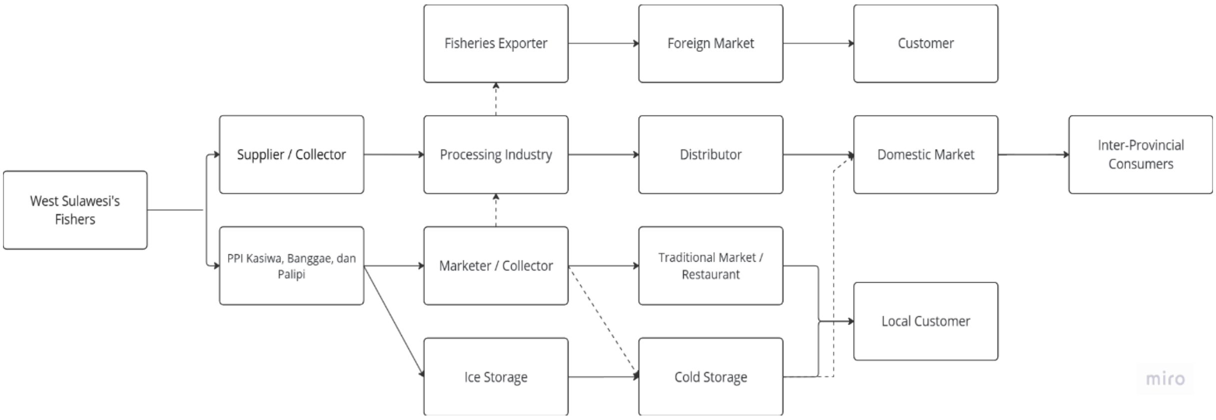

Figure 2. Supply Chain Flow of the Fisheries Sector in West Sulawesi

The fisheries supply chain in West Sulawesi begins with fishers catching fish in WPPRI 713, which borders the Makassar Strait. The catch is then collected and distributed through two main channels: either to suppliers or collectors or landed at Fish Landing Ports (PPI) under strict supervision to support the quantity of the catch in the West Sulawesi area. The catch sent directly to suppliers can be at once distributed to the fish processing industry. In contrast, the catch landed at ports may be channeled into two routes: marketers or ice storage, from where it is transferred to cold storage facilities.

The marketers then distribute the fish to traditional markets or restaurants, ultimately reaching local consumers at the end of the supply chain. If the quantity stays large, it may be stored in cold storage to preserve quality and prepare inventory for future sale to local consumers. The fish processing industry plays a role in producing value-added fish products, which are then distributed through two pathways: exporters targeting international markets and domestic distribution channels reaching inter-provincial consumers.

The analysis of West Sulawesi's fisheries supply chain reveals a well-established logistics distribution flow from upstream to downstream for capturing fishery products. This flow is delineated, suggesting that while infrastructure development needs to be advanced following the Presidential Regulation (RPerpres), close monitoring by the government is essential. This is especially important as fishers may engage in direct transactions with collectors on board the vessels, potentially affecting the availability of capture fishery products onshore.

Feasibility Analysis for the Fisheries Sector in West Sulawesi

Feasibility analysis is an approach used to evaluate the viability and potential success of implementing policies originating from an organization or government. The development of the fisheries sector in West Sulawesi as a supporting region for the Nusantara Capital (IKN) encompasses multiple dimensions that require careful evaluation to determine the likelihood of success and its contribution to economic growth and regional development. This evaluation is conducted by examining economic, technical, social, and environmental aspects as the primary foundations for assessing the project's feasibility.

1. Economic
   The fisheries supply chain in West Sulawesi holds significant potential due to its strategic location near fishing grounds (WPP 713), with a production volume of 66,700 tons in 2022. However, infrastructure limitations, such as inadequate and often non-operational cold storage facilities, pose challenges that can impact fish quality and price stability. Investing in logistical upgrades and supporting infrastructure, such as modernizing ports and expanding cold storage capacity, would strengthen the supply chain and add economic value to fishery products for both domestic and export markets.

2. Social
   The fisheries sector is a major livelihood source for coastal communities in West Sulawesi. Developing a more efficient and coordinated supply chain could improve the well-being of these communities by increasing fishermen's incomes and creating new jobs in processing and distribution. However, social challenges include limited access for small-scale fishers to markets and technology. Empowerment programs, skill development, and active community involvement in the supply chain are essential to ensure the benefits of development are widely shared.

3. Political
   Government support is evident through efforts to develop infrastructure and policies aimed at accelerating economic growth in the fisheries sector, as outlined in the draft Presidential Regulation (RPerpres). The government plans to enhance connectivity and support facilities such as developing fishing ports (Banggae, Palipi, and Kasiwa). However, effective implementation requires better coordination between central and local governments, as well as the private sector. The main political challenge is ensuring policies align with local needs and overcoming bureaucratic hurdles that often delay infrastructure projects.

4. Technical
   The main challenge lies in the readiness of storage and distribution facilities, particularly cold storage and cold chain logistics. Current conditions reveal that some storage facilities are not operating optimally, disrupting distribution and affecting product quality. Addressing this requires technological upgrades across the supply chain, including modernizing storage facilities, implementing tracking systems for

distribution, and optimizing distribution routes. Improving these technical aspects will help maintain product quality from source to consumer, enhancing market competitiveness.

In conclusion, while government policies are geared towards developing fisheries infrastructure to support West Sulawesi's role in supplying the IKN, the current state of the supply chain and logistical facilities requires urgent improvements. Ensuring the readiness of cold storage and expanding infrastructure will be essential to optimize the fisheries sector's contribution to the local economy and meet the growing demand from the IKN.

Development Strategy for the Fisheries Sector in West Sulawesi

Based on the results of the feasibility analysis, it can be concluded that the implementation of government policies must be carried out consistently with regular monitoring and evaluation to ensure that projects proceed as planned. Appropriate strategies are needed to develop the fisheries sector in West Sulawesi to compete with other supporting regions effectively. The SOAR analysis is used to determine strategies that the government can employ; this approach within an organization focuses on leveraging the positive aspects that the organization or company possesses, enabling improvements that can ultimately become key competitive advantages.

Based on the comprehensive SOAR analysis, the strategic direction for West Sulawesi's government in developing the fisheries sector to support the logistics distribution toward the Nusantara Capital (IKN) involves leveraging internal strengths and aspirations in combination with external opportunities and expected outcomes.

Table 2. Diagram Analysis SOAR

Intenal / **Factor**	*Strength (S)*	*Opportunities (O)*
	1. West Sulawesi has direct access to WPPNRI 713 in the Makassar Strait 2. Several ports are already functioning as major landing sites for fisher's catch 3. Draft of RPerpres (Presidential Regulation) demonstrates a strong commitment	1. Private sector investment in developing ports and storage facilities 2. Expansion in the fish processing industry to create economic value in the product of fish 3. Get new market access in IKN and Internationally 4. Collaboration with the Private Sector to

External Factor		accelerate the modernization of the supply chain
Aspiration (A)	*Strategy S - A*	*Strategy O - A*
1. Becoming a leading fisheries distribution hub in eastern Indonesia 2. Establishing an integrated and sustainable supply chain 3. Improving the welfare of fishermen and coastal communities	1. Leverage the active ports in West Sulawesi by upgrading support facilities, including modern fish auction centers and storage spaces. 2. Build and expand an integrated cold chain logistics network to preserve the quality and freshness of fish throughout the distribution process. 3. Provide training for fishermen and port workers on handling and storing fishery products according to international standards to improve product quality and meet market demands.	1. Partner with the private sector in constructing international-standard cold storage facilities and fish processing industries. 2. Expanding market access through IKN with growing demand for a stable fishery supply. 3. Digitalizing the fisheries supply chain to track and manage fish product distribution in real time and growing consumer trust.
Results (R)	*Strategy S - R*	*Strategy O - R*
1. Increased fish production and product quality with modernization infrastructure and effective supply chain 2. Reduction in post-harvest losses 3. Stable fishery supply for IKN with infrastructure readiness and expanded storage 4. Economic growth and job creation 5. Positive environmental impact through sustainable practices	1. Focus on repairing and increasing the capacity of cold storage facilities at major PPI, which already has relatively adequate facilities, and other PPIs that require improvements. 2. Enforce strict standards for storage and transportation facilities to ensure product quality throughout the distribution process. 3. Promote the processing of fish into value-added products, such as ready-to-eat items, fillets, or frozen processed goods with a longer shelf life. This will help increase revenue and	1. Support from the private sector and the government, to establish fish processing industries that use environmentally friendly technology to reduce waste and pollution. 2. Investment in infrastructure development and processing industries will create new employment opportunities for the local population, both in the fishing, processing, and distribution sectors. 3. Utilize modern technologies such as

	expand the market for fishery products.	temperature sensors, GPS tracking, and data-driven supply chain management systems to improve the efficiency of production, processing, and distribution.

Source: Data Process by Author (2024)

The appropriate strategy for West Sulawesi's government in developing the fisheries sector as a supporting region for IKN involves a holistic approach that integrates infrastructure development, supply chain modernization, human resources capacity enhancement, and sustainable environmental management. The main focus of this strategy includes:

1. Improving Cold Storage and Port Infrastructure: Modernize storage and port facilities to maintain product quality and ensure supply stability.
2. Developing the Fish Processing Industry: Maximize processing potential to increase the value-added of fishery products and expand market reach.
3. Collaborating with the Private Sector and Adopting Technology: Leverage partnerships to accelerate infrastructure development and the adoption of technology that improves distribution efficiency.
4. Empowerment of Coastal Communities: Enhance skills and actively involve fishermen and fisheries workers in the supply chain to ensure inclusive economic growth.
5. Implementing Sustainable Fishing Practices: Ensure that all activities in the fisheries sector consider marine resource sustainability and environmental balance.

By implementing this strategy, West Sulawesi can strengthen its position as a highly efficient and competitive fisheries hub, meeting the logistics needs of IKN while positively impacting the economy and welfare of the community.

CONCLUSION

Based on the research findings, it is evident that while West Sulawesi has considerable potential to support the Nusantara Capital (IKN) through its fisheries sector, several challenges must be addressed. The region's strategic location near fishing grounds and active ports provides a strong foundation for growth. The government's draft Presidential Regulation (RPerpres) reflects a commitment to infrastructure development and economic transformation. However, the successful implementation of these policies will require consistent oversight, regular evaluations, and better coordination between central and local authorities.

Overall, while West Sulawesi possesses significant advantages, leveraging these strengths requires addressing logistical and infrastructural shortcomings. By focusing on infrastructure upgrades, empowering communities, and implementing sustainable practices, West Sulawesi can position itself as a key fisheries hub for IKN, meeting logistical demands and contributing positively to regional economic development.

ACKNOWLEDGMENT

The author expresses gratitude to Kemendikbudristek for providing the financial support for this study. Appreciation is also extended to LPPM Universitas Sulawesi Barat for their support throughout the research process and the publication of this article. Additionally, the author thanks the government respondents who participated in the data collection, enabling the successful completion of the study.

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