

### ABSTRAK

Terdapat tiga alasan peneliti melakukan penelitian Di Desa Bendiljati Wetan, sebagai berikut (1) kegiatan pembudidayaan ikan dilakukan di tanah *tegalang* (2) Keberhasilan budidaya mampu mempengaruhi harga jual beli tanah karena budidaya ikan terkenal ke mancanegara, seperti; Malaysia, Singapura dan Thailand (3) Hasil budidaya yang melimpah membuat masyarakat Bendiljati Wetan hanya bergantung pada budidaya ikan. Tujuan penelitian dilakukan karena mengetahui deskripsi lokasi budidaya, rasionalitas yang dilakukan setiap pembudidaya serta bagaimana pembudidaya memaksimalkan usaha demi memperoleh keuntungan. Metode penelitian, yaitu penelitian ini dilakukan di Desa Bendiljati Wetan dengan waktu 1 bulan pada bulan Januari 2019 dengan menggunakan metode observasi, wawancara, dokumentasi dan studi pustaka. Analisis data merupakan hasil data lapangan dilakukan dengan mengelompokkan menjadi sub-bab yang nantinya menjawab rumusan masalah penelitian. Hasil penelitian menunjukkan masyarakat melakukan ahli fungsi tanah *tegalang* menjadi tempat budidaya ikan air tawar akibat ketidaksuratan tanah; rasionalitas pembudidaya terlihat dari kegiatan pengelolaan tanah maupun kegiatan budidaya yang menyerupai petani biasa, kegiatan dimulai dari pembenihan, pemeliharaan hingga kegiatan pemanenan; dan kegiatan penethakan dilakukan satu kali dalam satu minggu yang merupakan salah satu strategi pembudidaya dalam mengembangkan pembudidayaan ikan Lemon.

**Kata Kunci:** Pembudidayaan ikan, rasional dan memaksimalkan keuntungan

**ABSTRACT**

*There are three reasons researchers conducted research in Bendiljati Wetan Village, as follows (1) fish cultivation activities are carried out in Tegalang land (2) The success of aquaculture is able to influence the sale and purchase price of land because fish cultivation is well known to macanegara, such as; Malaysia, Singapore and Thailand (3) Abundant agricultural products have made Bendiljati Wetan people only depend on fish farming. The purpose of the study was carried out because it knew the description of the location of cultivation, the rationality carried out by each cultivator as well as how the cultivator maximized his efforts for profit. The research method, namely this research was conducted in the village of Bendiljati Wetan with a period of 1 month in January 2019 using the method of observation, interviews, documentation and literature study. Data analysis is the result of field data carried out by grouping into sub-chapters which will later answer the research problem formulation. The results of the study show that the community performs the function of Tegalang land function as a place for freshwater fish cultivation due to soil infertility; rationality of farmers can be seen from land management activities and cultivation activities that resemble ordinary farmers, activities starting from hatchery, maintenance to harvesting activities; and pressure-testing activities are carried out once a week which is one of the strategies of farmers in developing the cultivation of Lemon fish.*

**Keywords:** *Fish cultivation, rational and maximize profits*