

ABSTRACT

Socialization And Implementation of Production Strategy In Small And Medium Entreprises In AIMK Cooperatives (Indonesia Case Study). The development of industrial clusters is an alternative approach which is considered effective to build the competitive advantage of industrial value chains in increasing the added value. The development of industrial clusters of innovative extracts of fishery and sea cucumber products is carried out with participatory discussions involving relevant parties to create synergy between parties and facilitate the implementation of industrial clusters. The development of industrial innovation extracts of fishery and sea cucumber products through the implementation of marine and fisheries science and technology in Riau Islands Province is an example of the implementation of fisheries and marine science and technology in industrial clusters that are competitive according to their roles and are beneficial to each party contributing. Based on results of a pre-survey conducted by a team of proposers and talks with the management of the AIMK cooperative where lectures, seminars and educations have not been conducted as well as training and socialization on Production Strategy.