

## ABSTRACTION

**Rahmawati Hutagalung, Analise The Optimalisasi Of Fishery Product in Kotamadya Medan;** Postgraduate Program of Unimed Medan, 2010.

This research target is to know and analyse the influence of labour factor, ship type, appliance catch, amount trip to storey; level produce fisherman in Kotamadya Medan; anda also to know and analyse the seldom elasticity from the factors to storey; level produce the fisherman in kotamadya medan, analyse this use the method OLS (Ordinary Least Square) expected will give the benefit to product increase of fishery in kotamadya Medan.

Data in this research use the data kuartal from 2001 – 2009, this research is writer use the factors influencing fishery product, labour, ship type, appliance the catch amount trip. This data is obtained from department oceanine and fishery of part of fishery product ocean in area belawan-gabion. As for assistive appliance used for the process of the data is program eviews 4.1.

Based on the result of regression using OLS (ordinary least square), that the labour, ship type, appliance the catch, to have the influence to fishery product; while amount trip don't have the influence to fishery product.

Thereby, if labour mount equal to 1% hence totalize the product will mount equal to 0.224654%, if ship type mount equal to 1% hence totalize the product will mount equal to 0.772772%, so also appliance the catch mount equal to 1% hence totalize the product will mount equal to 0.621244%, while storey; ship type, amount trip to totalizing production is in elastics ( $e < 1$ ).

**Key Words : Labour, Ship Type, Appliance The Cacth, Amount Trip**