

ABSTRACT

This study aims to analyze the existing conditions of Gocean Export and formulate effective strategies to enhance the company's performance in the fishery product export industry. Utilizing a qualitative research approach with a case study method, this research collects data through in-depth interviews and participatory observations in the field. The focus of the study is on understanding the dynamics between Gocean Export and local fishermen, as well as the factors influencing the company's success. By applying the latest theories on human resource management and organizational communication, this research finds that stakeholder engagement and proactive entrepreneurial behavior play crucial roles in improving company performance. The results indicate that implementing strategies focused on human resource development and effective communication can positively impact business sustainability and the welfare of local fishermen. This study is expected to provide strategic recommendations for Gocean Export to enhance its competitiveness in the global market.

Keywords: *company performance, strategy, human resource management, organizational communication, stakeholders, local fishermen, business sustainability.*