

**ANALISIS KELAYAKAN USAHA PEMBESARAN IKAN AIR TAWAR DI
DESA SENDANGTIRTO, KECAMATAN BERBAH, KABUPATEN
SLEMAN**

*Feasibility Analysis of a Freshwater Fish Enlargement at Sendangtirto Village,
Berbah District, Sleman Regency*

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ABSTRACT

The research was purposed to assess how much is the cost, the revenue, the profit, the income and the business feasibility of a freshwater fish enlargement such as Nila, Bawal, and Udang Galah. The basic method used in this research was descriptive analysis. Sample was taken by a cencus, with numbers of respondents consist of 32 Nila farmers, 22 of Bawal farmers, and 6 of Udang Galah farmers. Based on the research, it is found that the total cost of Nila enlargement farm was Rp 3.039.700, while Bawal farm records Rp 2.809.696, and Udang Galah farm records Rp 3.067.021. The revenue of Nila farm recorded at Rp 7.961.719, Bawal farm at Rp 5.550.000, and Udang Galah farm at Rp 8.933.333. The profit and income at Nila farm recorded at Rp 4.922.019 and Rp 5.381.115, Bawal farm at Rp 2.740.304 and Rp 3.107.665, and Udang Galah farm at Rp 5.866.313 and Rp 6.295.449. Business feasibility can be seen by some indicators, which is work force productivity, capital productivity, land productivity, and R/C. Work force productivity on Nila farm recorded at Rp 614.049, Bawal farm at Rp 412.715, and Udang Galah at Rp 710.436. Capital productivity on Nila farm recorded at 195% , Bawal farm at 127%, and Udang Galah at 239%. Land productivity on Nila farm recorded at Rp 18.795, Bawal farm at Rp 11.505, and Udang Galah at Rp 15.303. R/C value on Nila farm recorded at 2,6 , Bawal farm at 2,0 , and Udang Galah at 2,9. Based on the research, then found that those enlargement farms business are feasible.

Keywords : *total cost, revenue, income, business feasibility, fish cultivation.*