

INTISARI

Analisis kelayakan usaha budidaya udang *vannamei* di Pantai Trisik Desa Karangsewu Kecamatan Galur Kabupaten Kulon Progo. Udang *vannamei* merupakan salah satu jenis udang yang saat ini banyak diminati untuk dibudidayakan. Udang *vannamei* banyak dikembangkan untuk membantu meningkatkan produksi udang dan memenuhi gizi dalam negeri. Tujuan penelitian ini untuk mengetahui biaya, keuntungan dan kelayakan. Sampel petambak usaha budidaya udang *vannamei* diambil secara sensus dan berdasarkan pra survei. Jumlah responden diambil sebanyak 35. Data diambil melalui wawancara. Besar total biaya yang dikeluarkan untuk produksi udang *vannamei* sebesar Rp. 1.513.573.516,- total benefit sebesar Rp. 1.892.541.681,-. Ditinjau dari aspek kelayakan dinyatakan layak untuk diusahakan dengan nilai NPV sebesar Rp. 260.314.428,- Net BC sebesar 3,949, IRR sebesar 27,798% dan PbP sebesar 3,865. Sedangkan BEP produksi sebesar 25.018 dan BEP Harga sebesar Rp. 20.377,-. Analisis sensitivitas kenaikan harga benur udang *vannamei* ditoleransi sebesar 83,9452% dan Penurunan jumlah produksi udang *vannamei* ditoleransi sebesar 36,7772%.

Kata Kunci : Biaya, Benefit, Kelayakan Bisnis, Petambak, Udang *Vannamei*

ABSTRACT

Feasibility analysis of the cultivation of vannamei shrimp at Trisik Beach, Village Karangsewu, Galur District, Kulon Progo Regency. Vannamei shrimp is one of the types of shrimp are currently great demand for cultivated. Vannamei shrimp many developed to help increase the production of shrimp and meet the nutrition in the country. The purpose of this research is to know the cost, benefits and feasibility. Sample this research taken by census and based on the pre survey. The number of respondents taken as many as 35 peoples. Data taken trough as interview. Cost incurred for vannamei shrimp production Rp. 1.513.573.516,-. The benefit earned by vannamei shrimp farmers is Rp. 1.892.541.681,-. Review of aspects of feasibility, stated deserves to be on the run with the value Net Present Value (NPV) is Rp. 260.314.428,- Net Benefit Cost Ratio (Net B/C) is 3,949, Internal Rate of Return (IRR) is 27,798% and Payback Periode (PbP) is 3,865. The calculation of the Break Event Point (BEP) production is 25.018 and Break Event Point (BEP) price is Rp. 20.377,-. Calculation analysis of sensitivitas (switching value) to price increases seeds tolerated of 83,9452% and the decrease in the production of vannamei shrimp tolerated of 36,7772%.

Keywords : *Cost, Benefit, busines feasibility, farming, vannamei shrimp.*