ABSTRACT

ANALYSIS OF POTENTION, AGROINDUSTRY TYPES AND FEASIBILITY FISHERY-BASED AGROINDUSTRY ESTABLISHMENT IN TULANG BAWANG DISTRICT

By

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This study aims to identify the potential of local resources through the determination of potential fishery commodity and get the kind of fish-based agroindustry potential to be developed in Tulang Bawang, determine the location of fish-based agroindustry and the feasibility of establishing fish-based agroindustry. This research was conducted in four stages namely the determination of potential commodities and determination of agroindustry based potential commodity by using Analytical Hierarchy Process (AHP) method, agroindustry location determination by using Methode Comparison of Exponential (MPE) and the feasibility of establishing fish-based agroindustry selected from the aspect of the market, technical and technological, management, financial and sensitivity analysis. The result showed that Bandeng is a potential commodity elected and nugget agroindustries will be developed. Agroindustrial location determined in Rawa Jitu Timur. Supporting factors the feasibility of establishing agroindustries including the potential market is large enough that fish nuggets demand high enough in line with the increase amount of fish processed products every year by the equation $y = 0.471x + 5.028$ and availability of Bandeng raw materials increased with the equation $y = 92.21x^2 + 122.1x + 757.3$. Bandeng nugget agroindustry meet the eligibility criteria that NPV positive value of Rp. 1,275,965,898.978, the IRR is greater than the discount factor of 12.75%, ie 55%, the value of B/C ratio is greater than 1 is 1.3 and the payback period of 7 years and 9 months, and based on sensitivity analysis to the increase of raw material is obtained that the feasibility of agroindustry maximum on the increase in raw materials of 12% per year.

Key words: Analysis of feasibility, agroindustry, bandeng, nugget