

## **ABSTRACT**

### **THE ANALYSIS OF FINANCIAL FEASIBILITY OF THE ENLARGEMENT OF CATFISH AND CARP FISH FARMING IN PAGELARAN SUBSDITRICT PRINGSEWU DISTRICT**

**By**

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This research aims (1) to analyze the financial feasibility of the enlargement of catfish and carp fish farming, (2) to know which one is more financially profitable between the enlargement of catfish farming and the enlargement of carp fish farming, and (3) to know sensitivity rate of the enlargement of catfish and carp fish farming towards changes of output price, input price, and production level of financial feasibility. This research was conducted in Pegelaran Subdistrict of Pringsewu district. The data was collected on July 2015. The number of respondents were 33 respondent, consist of 16 farmers of the enlargement of catfish farming and 17 farmers of the enlargement of carp fish farming. The first and the third purposes were analyzed by financial analysis (Gross B/C, Net B/C, NPV, IRR, PP and BEP) and sensitivity analysis were analyzed using compounding factor (CF) 14%. The second purpose was analyzed by descriptive analysis by comparing the value of investation criteria. The results showed that (1) the enlargement of catfish farming and carp fish farming in Pagelaran subdistrict, Pringsewu District were feasible and profitable to be kept on, (2) according to feasibility criteria analysis, the enlargement of catfish farming was more profitable compared with the enlargement of carp fish farming (3) the enlargement of catfish farming and carp fish were sensitive towards decreasing in production, increasing in production cost and decreasing in selling price so that the enlargement of cat fish farming became infeasible, but the enlargement of carp fish farming was still feasible to be kept on eventhough changes occurred.

*Key words: carp fish, catfish, financial feasibility, sensitivity*

## **ABSTRAK**

### **ANALISIS KELAYAKAN FINANSIAL USAHA PEMBESARAN IKAN LELE DAN IKAN MAS DI KECAMATAN PAGELARAN KABUPATEN PRINGSEWU**

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Penelitian ini bertujuan untuk: (1) menganalisis secara finansial usaha pembesaran ikan lele dan ikan mas, (2) mengetahui usaha pembesaran ikan yang lebih menguntungkan secara finansial antara ikan lele dan ikan mas, (3) mengetahui laju kepekaan (sensitivitas) usaha pembesaran ikan lele dan ikan mas terhadap perubahan harga output, harga input, dan tingkat produksi terhadap kelayakan finansial. Penelitian ini dilaksanakan di Kecamatan Pagelaran Kabupaten Pringsewu. Pengambilan data dilakukan pada bulan Juli 2015. Jumlah responden sebanyak 33 orang responden dengan pembagian responden sebanyak 16 orang untuk usaha pembesaran ikan lele dan 17 orang untuk usaha pembesaran ikan mas. Tujuan pertama dan ke tiga dijawab secara kuantitatif menggunakan analisis finansial (*Gross B/C*, *Net B/C*, NPV, IRR, PP dan BEP) dan analisis sensitivitas dengan menggunakan *compounding factor* (CF) 14%. Tujuan ke dua dijawab dengan analisis deskriptif dengan cara membandingkan nilai kriteria investasi. Hasil penelitian menunjukkan bahwa: (1) usaha pembesaran ikan lele dan ikan mas di Kecamatan Pagelaran Kabupaten Pringsewu secara finansial layak dan menguntungkan untuk diteruskan, (2) secara finansial, usaha pembesaran ikan lele lebih menguntungkan dibandingkan dengan usaha pembesaran ikan mas, (3) usaha pembesaran ikan lele dan ikan mas sensitif terhadap penurunan produksi, kenaikan biaya produksi, dan penurunan harga jual ikan sehingga usaha pembesaran ikan lele menjadi tidak layak, akan tetapi usaha pembesaran ikan mas tetap layak diusahakan meski terjadi perubahan tersebut.

Kata kunci: analisis finansial, ikan mas, ikan lele, sensitivitas