

ABSTRACT

FEASIBILITY STUDY OF THE TECHNICAL, TECHNOLOGICAL, AND FINANCIAL OF ESTABLISHING A TRASH FISH MEAL INDUSTRY IN LAMPUNG PROVINCE

By

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The purpose of this study was to determine the feasibility of establishing a fish meal industry using trash fish, assessed from technical and technological aspects as well as financial aspects. The research methods used included surveys, observations, literature studies, and interviews. The feasibility study of technical and technological aspects covered the determination of location, raw material requirements and production capacity, mass balance and production process flow, machine and equipment needs, as well as labor requirements. The location determination for the trash fish meal industry used the Exponential Comparison Method (MPE). The feasibility of the financial aspect was evaluated based on criteria such as Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit-Cost Ratio (Net B/C), Break-Even Point (BEP), and Payback Period (PP). The results of the study indicated that the trash fish meal industry was suitable to be established in South Lampung Regency. The financial feasibility analysis of the trash fish meal industry showed that the industry was feasible to establish, with a Net Present Value (NPV) of 2,808,416,515, an Internal Rate of Return (IRR) of 79%, a Net B/C of 7.22, a BEP unit of 16,692 kg, a BEP Rupiah of Rp250,384,189, and a Payback Period (PP) of 2.38 years or approximately 28 months.

Key words: Feasibility Study, Trash Fish, Trash Fish Meal

ABSTRAK

STUDI KELAYAKAN TEKNIS, TEKNOLOGI, DAN FINANSIAL PENDIRIAN INDUSTRI TEPUNG IKAN RUCAH DI PROVINSI LAMPUNG

Oleh

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Tujuan dari penelitian ini yaitu untuk mengetahui kelayakan pendirian industri tepung ikan rucah ditinjau dari aspek teknis dan teknologi serta aspek finansial. Metode penelitian yang digunakan yaitu survei, observasi, studi literatur, dan wawancara. Studi kelayakan aspek teknis dan teknologi meliputi penentuan lokasi, penentuan kebutuhan bahan baku dan kapasitas produksi, neraca massa dan alur proses produksi, penentuan kebutuhan mesin dan peralatan serta tenaga kerja. Penentuan lokasi industri tepung ikan rucah menggunakan Metode Perbandingan Eksponensial (MPE). Kelayakan aspek finansial dinilai dari kriteria yang terdiri dari *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Net Benefit Cost Ratio* (Net B/C), *Break Event Point* (BEP) dan *Payback Period* (PP). Hasil dari penelitian menunjukkan industri tepung ikan rucah cocok didirikan di Kabupaten Lampung Selatan. Analisis kelayakan aspek finansial industri tepung ikan rucah menunjukkan industri ini layak untuk didirikan dengan nilai *Net Present Value* (NPV) sebesar 2.808.416.515, *Internal Rate of Return* (IRR) 79%, Net B/C 7,22, BEP unit 16.692 Kg, BEP Rupiah Rp250.384.189, dan PBP sebesar 2,38 tahun atau sekitar 28 bulan.

Kata Kunci: Studi Kelayakan, Ikan rucah, Tepung Ikan Rucah