

ABSTRACT

FINANCIAL FEASIBILITY ANALYSIS OF FISH PROCESSING AGROINDUSTRY IN KOTA AGUNG DISTRICT, TANGGAMUS REGENCY

By

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The significant costs of investment and operations in fish processing businesses necessitate this research to compare the amount of expenditure with the revenue generated from a production process. This comparison aims to assess whether a business is feasible to operate and develop, as well as its potential to generate profits. The study aims to analyze income, financial feasibility, and the sensitivity level of fish processing businesses in Kota Agung District, Tanggamus Regency. The research will be conducted from January to February 2025 using a case study method. The location selection was done purposefully at Iwan Anne Agroindustry, Pengsan Fish Cake Agroindustry, and Cim Awa Fish Cake Agroindustry, considering that these three agroindustries are the largest fish processing businesses in Kota Agung District, Tanggamus Regency. Respondents in this study were selected using purposive sampling techniques, with the consideration that business owners have a better understanding of their business conditions. The analysis methods used include income analysis, financial feasibility analysis based on the criteria of Net Present Value (NPV), Gross Benefit-Cost Ratio (Gross B/C), Net Benefit-Cost Ratio (Net B/C), Internal Rate of Return (IRR), Payback Period (PP), and sensitivity analysis regarding changes in production conditions. The results of the study indicate that fish processing businesses in Kota Agung District are financially profitable and feasible to operate and further develop. In addition, the results of the sensitivity analysis indicate that this business remains feasible even though there is a decrease in production and an increase in the cost of fish raw materials because all feasibility indicators are still within acceptable limits.

Keywords: Agroindustry, financial feasibility, fish processing, income, sensitivity

ABSTRAK

ANALISIS KELAYAKAN FINANSIAL PADA AGROINDUSTRI OLAHAN IKAN DI KECAMATAN KOTA AGUNG KABUPATEN TANGGAMUS

Oleh

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Besarnya biaya investasi dan operasional dalam usaha pengolahan ikan, maka penelitian ini dilakukan untuk mengetahui perbandingan antara jumlah biaya yang dikeluarkan dengan penerimaan dari suatu proses produksi, guna menilai apakah suatu usaha layak untuk dijalankan dan dikembangkan serta mampu memberikan keuntungan. Penelitian ini bertujuan untuk menganalisis pendapatan, kelayakan finansial, dan tingkat sensitivitas usaha pengolahan ikan di Kecamatan Kota Agung, Kabupaten Tanggamus. Penelitian dilaksanakan pada bulan Januari hingga Februari 2025 dengan menggunakan metode studi kasus. Pemilihan lokasi dilakukan secara sengaja (*purposive*) pada Agroindustri Iwan Anne, Agroindustri Otak-otak Pengsan dan Agroindustri Otak-otak Cim Awa, dengan pertimbangan bahwa ketiga agroindustri ini merupakan agroindustri pengolahan ikan terbesar di Kecamatan Kota Agung, Kabupaten Tanggamus. Responden dalam penelitian ini dipilih menggunakan teknik *purposive sampling* dengan pertimbangan bahwa pemilik usaha lebih mengetahui keadaan usahanya. Metode analisis yang digunakan meliputi analisis pendapatan, analisis kelayakan finansial berdasarkan kriteria *Net Present Value* (NPV), *Gross Benefit Cost Ratio* (Gross B/C), *Net Benefit Cost Ratio* (Net B/C), *Internal Rate of Return* (IRR), *Payback Period* (PP), serta analisis sensitivitas terhadap perubahan kondisi produksi. Hasil penelitian menunjukkan bahwa usaha pengolahan ikan di Kecamatan Kota Agung secara finansial menguntungkan dan layak untuk dijalankan maupun dikembangkan lebih lanjut. Selain itu, hasil analisis sensitivitas mengindikasikan bahwa usaha ini tetap layak meskipun terjadi penurunan produksi dan kenaikan biaya bahan baku ikan karena seluruh indikator kelayakan masih berada dalam batas yang dapat diterima.

Kata kunci: Agroindustri, kelayakan finansial, pendapatan, pengolahan ikan, sensitivitas