

RINGKASAN

ADHISTI DWI HANDAYANI. Kelayakan Finansial Usaha Pembesaran Ikan Lele Dumbo (*Clarias gariepinus*) (Studi Kasus *Horizon Fishfarm*) Kota Tanjungpinang. Dibimbing oleh TETTY dan FITRIA ULFAH.

Semakin meningkatnya jumlah produksi ikan lele di Tanjungpinang, memberikan peluang untuk membuka usaha budidaya ikan lele bagi pelaku usaha. *Horizon Fishfarm* merupakan salah satu usaha pembesaran ikan lele dumbo (*Clarias gariepinus*) di Tanjungpinang yang sudah beroperasi selama kurang lebih 3 tahun. Namun, untuk dapat menjalankan usaha agar dapat memberikan keuntungan bagi pelaku usaha perlu dilakukan analisis kelayakan finansial untuk meyakinkan bahwa usaha tersebut layak untuk dijalankan. Penelitian bertujuan untuk mengetahui pendapatan dan kelayakan finansial usaha pembesaran ikan lele dumbo dengan menggunakan analisis *R/C Ratio*, *B/C Ratio*, BEP, dan NPV. Penelitian dilakukan pada bulan Februari – Maret 2024 di *Horizon Fishfarm*. Metode penelitian yaitu deskriptif kuantitatif dengan pendekatan studi kasus dengan subjek penelitian ditentukan secara *purposive*. Berdasarkan hasil penelitian usaha budidaya pada *Horizon Fishfarm* memperoleh pendapatan sebesar Rp63.917.905/tahun. Hasil perhitungan pendapatan pada usaha tersebut menunjukkan bahwa total penerimaan lebih besar dibandingkan dengan biaya total atau biaya yang dikeluarkan. Hasil analisa kelayakan finansial juga menunjukkan bahwa berdasarkan analisis kelayakan finansial pada usaha pembesaran ikan lele dumbo pada *Horizon Fishfarm* diperoleh nilai *R/C Ratio* *Horizon Fishfarm* sebesar 3,52, *B/C Ratio* sebesar 2,52, BEP Volume sebesar 1.013 kg, BEP Harga sebesar Rp7.095,82, dan NPV sebesar Rp134.572.252/tahun. Dengan demikian dapat disimpulkan bahwa usaha pembesaran ikan lele dumbo pada *Horizon Fishfarm* layak untuk dikembangkan.

Kata kunci: Kelayakan Finansial Usaha, Ikan Lele Dumbo, *Horizon Fishfarm*, Pendapatan, Tanjungpinang

SUMMARY

ADHISTI DWI HANDAYANI. Financial Feasibility of Dumbo Catfish (*Clarias gariepinus*) Farming Business (Horizon Fishfarm Case Study) Tanjungpinang City. Supervised by TETTY and FITRIA ULFAH.

The increasing number of catfish production in Tanjungpinang provides an opportunity to open a catfish farming business for business actors. Horizon Fishfarm is one of the dumbo catfish (*Clarias gariepinus*) farming businesses in Tanjungpinang that has been operating for approximately 3 years. However, in order to run a business so that it can provide benefits for business actors, a financial feasibility analysis needs to be carried out to ensure that the business is feasible to run. The study aims to determine the income and financial feasibility of the dumbo catfish farming business using the R/C Ratio, B/C Ratio, BEP, and NPV analysis. The study was conducted in February - March 2024 at Horizon Fishfarm. The research method is descriptive quantitative with a case study approach with research subjects determined purposively. Based on the results of the study, the cultivation business at Horizon Fishfarm earned an income of Rp63,917,905/year. The results of the calculation of income in this business show that the total income is greater than the total costs or costs incurred. The results of the financial feasibility analysis also show that based on the financial feasibility analysis of the dumbo catfish farming business at Horizon Fishfarm, the R/C Ratio value of Horizon Fishfarm is 3.52, B/C Ratio is 2.52, BEP Volume is 1,013 kg, BEP Price is Rp7,095.82, and NPV is Rp134,572,252/year. Thus, it can be concluded that the dumbo catfish farming business at Horizon Fishfarm is feasible to be developed.

Keywords: Financial Feasibility of Business, Dumbo Catfish, Horizon Fishfarm, Income, Tanjungpinang