

## **ABSTRACT**

### **FEASIBILITY STUDY VANNAMEI SHRIMP FARMING BUSINESS**

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This study aims to find out how the vannamei shrimp culture technique, analyze the R/C ratio value of vannamei shrimp culture in Karang Tirta tourism, Sukaresik Village, Sidamulih District, Pangandaran Regency. The research method used is a case study. The sampling technique is done intentionally (purposive). This research was conducted in Sukaresik Village, Sidamulih District, Pangandaran Regency. Respondents taken are vannamei shrimp cultivators who have a large area of land in Sukaresik Village. The data were analyzed descriptively, and the feasibility analysis used R/C. The results showed that vannamei shrimp farming techniques in Sukaresik Village were generally in accordance with SOP (Standard Operational Procedures) and GAP (Good Aquaculture Practices) from land preparation, pond design, water treatment, fry selection, stocking density, facilities and infrastructure, feeding and maintenance, maintenance period, harvesting, and post-harvest processing. The R/C for vannamei shrimp farming is 2.2, which means that the business is feasible.

*Keyword : income, vannamei shrimp, R/C Ratio*