

ABSTRACT

FEASIBILITY OF SHRIMP CULTIVATION BUSINESS

By

Sanjani Ramdani
NPM : 145009069

Guidance by:
Dedi Djuliansah
Dedi Darusman

Shrimp is a commodity of the type of cultivation. Until the end of 2004, Indonesia had the potential of shrimp ponds covering 913,000 ha. Land has not been fully utilized optimally. Therefore, there must be a development of giant prawn cultivation, by conducting business analysis, by calculating business capital, income, and income and to find out the efficiency of capital use, namely the analysis of Rentability. The method used is Case Study. location determination is intentional or purposive, with respondents namely Mina Usaha Sejahtera Farmers Group which is the only farmer group in Pamarican District, Ciamis Regency. The capital of giant prawn cultivation per production period is the range between Rp. 2,462,800.00 to Rp. 8,105,833.33. Receipts received by respondents from production are around Rp. 2,870,000.00 to Rp. 10,220,000.00 and income ranges from Rp. 407,200.00 to Rp. 2,114,166.67. The rentability value of giant prawns for a one-time production period is 16.53 percent to 26.08 percent, meaning that it is greater than the bank's interest of 9.95 percent per year, meaning that the giant prawn enlargement cultivation is feasible and developed.

Keywords: Business Feasibility, Rentability, Prawn Shrimp.