

**Business Analysis of Budi Fish Farm Freshwater Fish Hatchery in  
Donolayan, Donoharjo Village, Ngaglik District, Sleman Regency**

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**ABSTRACT**

This study aims to analyze the business profits and business efficiency of developing Budi Fish Farm freshwater fish in Donoharjo Village, Ngaglik District. Respondents were business owner Budi Fish Farm, Mr. Budi Setyawan. The basic method used is descriptive method, the method of implementation is the case study method. The types of data used are primary data and secondary data. Data was collected using interview, observation, and documentation methods. The analysis techniques used are profit analysis and efficiency analysis. The results of the analysis show that Budi Fish Farm freshwater fish hatchery per production period is profitable, namely with gouramy profits of Rp. 11,686,406 / 4 months, tilapia of Rp. 4,208,608 / 1.5 months, and catfish Rp. 7,651,886 / 3 months. Budi Fish Farm freshwater fish hatchery per production period is efficient with the gouramy R / C ratio of 1.34 / 4 months, tilapia of 1.40 / 1.5 months, and catfish of 1.31 / 3 months.

Keywords: Profit, Efficient