

ABSTRACT

INDRIYANI SAPUTRI, Financial of Layang Fish processing Business Industry (Case Study at “UD. Puspita Sari”, Sub-District of Juwana, District of Pati, Central Java). Be mentored by **VINI ARUMSARI** and **INDAH WIDOWATI**. The purpose of this research is to analyze financial feasibility of Layang Fish Processing Business Industry at “UD. Puspita Sari”: analyzing sensitivity of Layang Fish Processing Business Industry at “UD. Puspita Sari” in case the input price changes happen. The basic method that used in the research is descriptive method. While the implementation method by using case study method. Types of data used are primary data and secondary data. Data sources get from the owner of Layang Fish Processing Business Industry at “UD. Puspita Sari”, libraries and also relevant institutions. Data collection techniques used by observation, interview, and recording. To analyze financial feasibility of Layang Fish Processing Business Industry at “UD. Puspita Sari” by using feasibility analysis Net Present Value (NPV) and Internal Rate of Return (IRR). As for analyzing the level sensitivity of Layang Fish Processing Business Industry at “UD. Puspita Sari” in case the input price changes happen by using sensitivity analysis. Trought the analysis of these data can be concluded that UD. Puspita Sari feasible to do and sensitive to changes of increase in layang fish, salt and basket.

Keywords : Financial Feasibility, Sensitivity, Layang Fish.