

**Ridwan Dwi Hikmawan.** 2024. Analisis Usaha Budidaya Ikan Nila pada Dharma Nila Farm Kapanewon Berbah Kabupaten Sleman. Di bawah arahan oleh Wulandari Dwi Etika Rini.

## ABSTRAK

Penelitian ini bertujuan 1) menganalisis keuntungan dari usaha budidaya ikan nila Dharma Nila Farm, 2) menganalisis kelayakan usaha berdasarkan aspek finansial yang dijalankan usaha budidaya ikan nila Dharma Nila Farm. Metode pendekatan penelitian menggunakan metode kuantitatif dengan jenis penelitian metode deskriptif. Penentuan lokasi menggunakan metode studi kasus pada usaha budidaya ikan nila Dharma Nila Farm, Kapanewon Berbah, Kabupaten Sleman. Penentuan responden menggunakan metode *purposive*. Data yang digunakan adalah data primer dan data sekunder. Metode pengambilan data menggunakan wawancara, observasi, studi pustaka, dan dokumentasi. Teknik analisis data yang digunakan dalam penelitian ini yaitu 1) analisis keuntungan menggunakan perhitungan biaya produksi, penerimaan, dan keuntungan, 2) analisis kelayakan berdasarkan aspek finansial menggunakan *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Profitability Index* (PI), dan *Payback Period* (PP). Hasil penelitian menunjukkan bahwa 1) keuntungan usaha budidaya ikan nila Dharma Nila Farm selama satu tahun (Mei 2023 s.d April 2024) memperoleh keuntungan sebesar Rp 247.368.250, 2) analisis usaha budidaya ikan nila Dharma Nila Farm berdasarkan aspek finansial layak untuk diusahakan dengan NPV sebesar Rp 703.536.601, IRR sebesar 34,65%, PI sebesar 2,18, dan PP selama 2,69 tahun.

**Kata kunci:** Ikan nila, analisis kelayakan finansial usaha, usahatani

**Ridwan Dwi Hikmawan.** 2024. *Analysis of Tilapia Fish Farming Business at Dharma Nila Farm Berbah District Sleman Regency. Supervised by Wulandari Dwi Etika Rini.*

### **ABSTRACT**

*This research aims to 1) analyze the profitability of the Nile tilapia farming business at Dharma Nila Farm, and 2) assess the feasibility of the business based on financial aspects at Dharma Nila Farm. The research approach uses quantitative methods with a descriptive study type. The location was determined using a case study method on the Nile tilapia farming business at Dharma Nila Farm, located in Berbah District, Sleman Regency. Respondents were selected using a purposive sampling method. The data used include both primary and secondary data. Data collection methods include interviews, observation, literature review, and documentation. The data analysis techniques used in this research are 1) profit analysis, which involves calculating production costs, revenue, and profit, and feasibility analysis based on financial aspects using Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), and Payback Period (PP). The research results show that 1) the Nile tilapia farming business at Dharma Nila Farm generated a profit of IDR 247,368,250 over one year (from May 2023 to April 2024), and 2) the financial feasibility analysis indicates that the Nile tilapia farming business at Dharma Nila Farm is financially viable, with an NPV of IDR 703,536,601, an IRR of 34.65%, a PI of 2.18, and a PP of 2.69 years.*

**Keywords:** *Tilapia, business financial feasibility analysis, farming*