

RIZA AMIN ROSID, 2024. Kelayakan Usaha Tambak Udang Vaname (*Litopenaeus vannamei*) Di Desa Jogosimo, Kecamatan Klirong, Kabupaten Kebumen. Dibawah arahan Wulandari Dwi Etika Rini.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis tingkat kelayakan usaha tambak udang vaname di Desa Jogosimo, Kecamatan Klirong, Kabupaten Kebumen. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian studi kasus. Metode pengambilan sampel menggunakan sensus dengan 5 responden yaitu pemilik tambak udang vaname yang ada di Desa Jogosimo, Kecamatan Klirong, Kabupaten Kebumen. Data yang digunakan adalah data primer dan data sekunder. Pengumpulan data menggunakan Teknik observasi, wawancara dan dokumentasi. Teknik analisis data yaitu dengan analisis keuntungan, analisis *Benefit Cost Ratio*, *Revenue Cost ratio* dan *Break Even Point*. Hasil penelitian menunjukkan rata-rata keuntungan pemilik tambak udang vaname Di Desa Jogosimo dalam satu kali periode produksi sebesar Rp 25.093.393 dan usaha tambak udang vaname Di Desa Jogosimo Kecamatan Klirong Kabupaten Kebumen layak untuk diusahakan, dengan rata-rata nilai *Benefit Cost Ratio* $0,27 > 0$, rata-rata nilai *Revenue Cost ratio* $1,27 > 1$, BEP Harga sebesar Rp 25.728.817 dan BEP Produksi 602 kg. Rata-rata harga jual udang vaname sebesar Rp 42.767,5/Kg dan jumlah rata-rata produksi udang vaname sebesar 2.366 kg.

Kata Kunci : Kelayakan Usaha, Budidaya tambak, Udang Vaname.

RIZA AMIN ROSID, 2024. *Feasibility of Vannamei Shrimp (Litopenaeus Vannamei) Farming Business in Jogosimo Village, Klirong District, Kebumen Regency. Supervised of Wulandari Dwi Etika Rini*

ABSTRACT

This study aimed to analyze the feasibility of vannamei shrimp farming in Jogosimo Village, Klirong District, Kebumen Regency. The research employed a quantitative approach using a case study method. Sampling was conducted through a census of 5 respondents, specifically vannamei shrimp pond owners in Jogosimo Village. The data used consisted of both primary and secondary data, collected through observation, interviews, and documentation techniques. Data analysis was performed using profitability analysis, Benefit-Cost Ratio (BCR), Revenue on Cost Ratio, and Break-Even Point (BEP). The results indicated that the average profit for vannamei shrimp pond owners in Jogosimo Village was IDR 25,093,393 per production cycle. The vannamei shrimp farming enterprise in Jogosimo Village, Klirong District, Kebumen Regency was deemed feasible, with an average BCR is 0.27 (> 0), the average RCR is 1.27 (> 1), the BEP price is IDR 25,728,817, and the BEP production is 602 kg. The average selling price of vaname shrimp is IDR 42,767.5 /Kg and the average quantity of vaname shrimp production is 2,366 kg.

Keywords: Feasibility of Business, Pond Cultivation, Vannamei Shrimp.