

ABSTRAK

PIRDA YANTI ARINA. Feasibility Analysis of Milkfish Pond Business in Peudada District, Bireuen Regency. Supervised by FADLI and SAKRAL HASBY PUARADA.

This research was carried out at a milkfish farming business in Peudada District, Bireuen Regency. The object of this research is milkfish farmers. The number of farmer samples in this research was 4 farmers. This research is aimed at: 1). Analyzing the feasibility of a milkfish pond business in Peudada District, Bireuen Regency. 2). Analyzing the impact of the decline in the selling price of milkfish on the feasibility of pond businesses in Peudada District, Bireuen Regency. 3). Analyzing the impact of increasing feed prices on the feasibility of pond businesses in Peudada District, Bireuen Regency. The data used is primary data and secondary data. The data analysis method used to analyze the feasibility of the milkfish pond business is a quantitative method. The results of the research show that the milkfish pond business in Peudada District is feasible to run based on the criteria, namely the profit in one cycle is greater than 0 (Rp. 147,075,000>0), the R/C Ratio value obtained is greater than 1 (2.52>1), the selling price obtained is greater than the BEP price (Rp. 35,000>Rp. 14,068.53) and production is greater than the production BEP (975>385.48).

Keywords: Business Feasibility, Sensitivity, Milkfish Pond