

## ABSTRAK

### ANALISIS PERBANDINGAN LOKASI BUDIDAYA UDANG PADA PT. DISANTA

Sejak 2018, PT. Disanta telah membangun tambak untuk kegiatan budidaya udang di Bintuhan, Bengkulu secara independen. Saat ini PT. Disanta berencana melakukan ekspansi area operasional tambaknya di salah satu calon lokasi. Pilihan pertama yaitu pembangunan tambak baru menggunakan lahan yang berdekatan dengan lokasi tambak di Bintuhan. Pilihan kedua adalah melakukan akuisisi tambak milik pihak ketiga di Purworejo, Jawa Tengah. Dalam penentuan lokasi operasional, pihak manajemen harus melakukan perbandingan antara beberapa alternatif lokasi. Penelitian ini menggunakan metode deskriptif kuantitatif melalui observasi, wawancara, pengambilan data bobot dan skor, serta perhitungan data sekunder. Observasi dilakukan secara langsung oleh peneliti di kantor pusat yang berada di Bandar Lampung, tambak udang di Bintuhan, Bengkulu, serta tambak udang yang ada di Purworejo, Jawa Tengah. Wawancara dilakukan secara *semi-structured* pada pihak manajemen. Analisis kuantitatif dilakukan pada data skor dan biaya operasional dengan menggunakan *factor-rating method* dan *locational cost-volume analysis*. Berdasarkan hasil analisis, penelitian ini mengidentifikasi 24 *key success factors* yang kemudian dikelompokkan menjadi 8 kategori yang memengaruhi penentuan lokasi tambak budidaya udang. Hasil analisis menggunakan *factor-rating method* menunjukkan tambak Purworejo dengan nilai akhir rata-rata 6,108 dan tambak Bintuhan dengan nilai akhir rata-rata 7,188. Hasil *locational cost-volume analysis* menunjukkan tambak Purworejo memiliki biaya variabel sebesar Rp 12.220/Kg/ha dan biaya tetap sebesar Rp 54.786.309/ha. Adapun tambak Bintuhan memiliki biaya variabel sebesar Rp 7.462/Kg/ha dan biaya tetap sebesar Rp 201.734.105/ha.

**Kata Kunci:** Perbandingan lokasi, *key success factors*, *factor-rating method*, *locational cost-volume analysis*, budidaya udang vannamei

## ABSTRACT

### LOCATION COMPARISON ANALYSIS FOR SHRIMP CULTIVATION IN PT. DISANTA

Since 2018, PT. Disanta has built its own ponds for shrimp cultivation in Bintuhan, Bengkulu independently. Currently PT. Disanta plans to expand its operating pond areas in one of its candidate locations. The first candidate is to build new ponds in neighboring land in Bintuhan, Bengkulu. The second candidate is to acquire existing ponds from a third-party owner in Purworejo, Central Java. In determining an operational location, management has to compare between several alternatives. This research uses descriptive quantitative method through observation, interview, weight and score data retrieval, and secondary data calculation. Observation was conducted in person by the researcher in main headquarters in Bandar Lampung, as well as shrimp ponds in Bintuhan, Bengkulu and Purworejo, Central, Java. Semi-structured interview was conducted with several management personnel. Quantitative analysis was conducted on weight, score, as well as operational costs by using factor-rating method and locational cost-volume analysis. Based on analysis results, this research successfully identified 24 key success factors which were then grouped into 8 categories which influenced the determination on shrimp pond location. Factor-rating method analysis shows Purworejo shrimp ponds an average final score of 6,108. Bintuhan shrimp ponds shows an average final score of 7,188. Locational cost-volume analysis shows Purworejo shrimp ponds have a variable cost of Rp 12.220/Kg/ha and a fixed cost of Rp 54.786.309/ha. Meanwhile Bintuhan shrimp ponds have a variable cost of Rp 7.462/Kg/ha and fixed cost of Rp 201.734.105/ha.

**Keywords:** Location comparison, key success factors, factor-rating method, locational cost-volume analysis, vannamei shrimp cultivation