

INTISARI

Analisis Teknis dan Usaha Pembesaran Nila Salin (*Oreochromis sp.*) di Desa Tunggulsari Kecamatan Tayu Kabupaten Pati

Penelitian ini bertujuan untuk mengetahui kelayakan teknis dan usaha pembesaran nila salin di Desa Tunggulsari, Kecamatan Tayu, Kabupaten Pati. Metode yang digunakan adalah metode survei. Jumlah responden sebanyak 25 petambak nila yang dipilih secara *random sampling* dari populasi sebanyak 60 petambak. Hasil penelitian menunjukkan bahwa teknis pembesaran nila salin di Desa Tunggulsari meliputi persiapan tambak, penebaran benih, pengelolaan air, manajemen pakan, pengendalian hama dan penyakit, serta panen. Rerata luas tambak 1 ha dengan rerata produksi sebesar 11.512 kg/siklus, sintasan sebesar 31,4% dan FCR sebesar 1,4. Analisis usaha dengan rerata luas 1 ha menghasilkan rerata penerimaan sebesar Rp. 241.752.000/siklus dengan total biaya Rp 214.400.253/siklus sehingga memberikan rerata pendapatan sebesar Rp 27.351.747/siklus. Nilai *Break Event Point* (BEP) produksi sebesar 1.718 kg, *Break Event Point* (BEP) harga sebesar Rp. 17.497 dan nilai *Revenue/Cost ratio* sebesar 1,2. sehingga usaha tersebut layak untuk dikembangkan.

Kata kunci: analisis usaha, analisis teknis, budidaya, nila salin

ABSTRACT

Technical and Business Analysis of Saline Tilapia (*Oreochromis sp.*) Grow Out in Tunggulsari Village, Tayu Sub-District, Pati Regency

This research aims to analyze the feasibility of technical and business aspect of enlargement saline tilapia in Tunggulsari Village, Tayu Sub-District, Pati Regency. The method used in this research was survey. The number of respondents was 25 tilapia farmers selected by random sampling from a population of 60 farmers. The results showed the technical aspect of enlargement was focused on pond preparation, seed distribution, water management, feed management, Pest and disease control, Harvesting as well. The average pond size was 1 ha, with average production 11,512 kg /cycle, survival rate 31.4%, and FCR 1.4. Business analysis with an average area of 1 ha resulted in an average revenue of IDR 241,752,000/cycle with a total cost of IDR 214,400,253/cycle, thus providing an average income of IDR 27,351,747/cycle. The value of Break Event Point (BEP) production is 1,718 kg, Break Event Point (BEP) price is IDR 17,729 and Revenue/Cost ratio is 1.2. so that the business is feasible to be developed.

Keywords: business analysis, technical analysis, aquaculture, saline tilapia