

**ANALISIS KELAYAKAN FINANSIAL USAHA TERASI SIJUK DI DESA
SUNGAI PADANG KECAMATAN SIJUK KABUPATEN BELITUNG**

Intisari

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Usaha terasi sijuk merupakan usaha pengolahan udang rebon yang paling banyak diusahakan di Kabupaten Belitung. Oleh karena itu, kelayakan finansial perlu untuk dilakukan mengingat berfluktuasinya jumlah hasil tangkapan udang rebon di alam yang akan mempengaruhi keuangan usaha terasi sijuk. Pada penelitian ini analisis keuntungan, kelayakan investasi, dan sensitivitas digunakan untuk menarik kesimpulan. Total 25 pelaku usaha terasi dijadikan sampel dengan metode sensus. Hasilnya menunjukkan bahwa usaha terasi sijuk memberikan keuntungan karena memiliki nilai profit sebesar Rp.17.558.914,29/tahun, nilai *gross profit ratio* sebesar 50,61%, *rate of return per capital investment* sebesar 1,02, dan *return on investmen* sebesar 74,58%. Usaha terasi sijuk layak dilanjutkan karena memiliki nilai *dicounted payback period* sebesar 1,34 tahun, nilai *net present value* sebesar Rp.53.801.240,49, nilai *internal rate of return* sebesar 53 persen, dan nilai *profitability index* sebesar 3,29. Dari hasil analisis *switching value* disimpulkan bahwa usaha terasi sijuk layak dilanjutkan karena persentase kenaikan maksimum biaya operasional yang masih dapat ditolerir adalah sebesar 80,69% dan persentase penurunan maksimum harga jual produk terasi sijuk yang masih dapat ditolerir adalah sebesar 27,68%.

Kata Kunci: Kelayakan finansial, Usaha Terasi Sijuk

**FINANCIAL FEASIBILITY ANALYSIS OF SIJUK SHRIMP PASTE
BUSINESSES
IN SUNGAI PADANG VILLAGE, SIJUK DISTRICT, BELITUNG REGENCY**

Abstract

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Sijuk shrimp paste business is a business in processing rebon shrimp which is most commonly implemented in Belitung Regency. Therefore, financial feasibility needs to be done considering the fluctuation in the number of catches of rebon shrimp in nature that will affect the Sijuk shrimp paste business financials. In this study, profit analysis, investment feasibility, and sensitivity are used to draw conclusions. A total of 25 shrimp paste businesses were sampled using census method. The result showed that the Sijuk shrimp paste businesses gave benefits because they had a gain of Rp.17,558,914.29 / year, the value of gross profit ratio of 50.61%, the rate of return per capital investment of 1.02, and the return on the investments amounted to 74.58%. The Sijuk shrimp paste businesses are feasible to continue because they had the value of discounted payback period of 1.34 years, the net present value of Rp.53,801,240.49, the internal rate of the return value of 53%, and the profitability index of 3.29. From the results of the switching value analysis concluded that the Sijuk shrimp paste businesses are feasible to continue because the percentage of increase in the maximum operating costs still can be tolerated which is equal to 80,69% and the percentage of maximum reduction in the selling price of Sijuk shrimp paste still can be tolerated which is equal to 27.68%.

Keyword: Financial feasibility, Sijuk Shrimp Paste Business