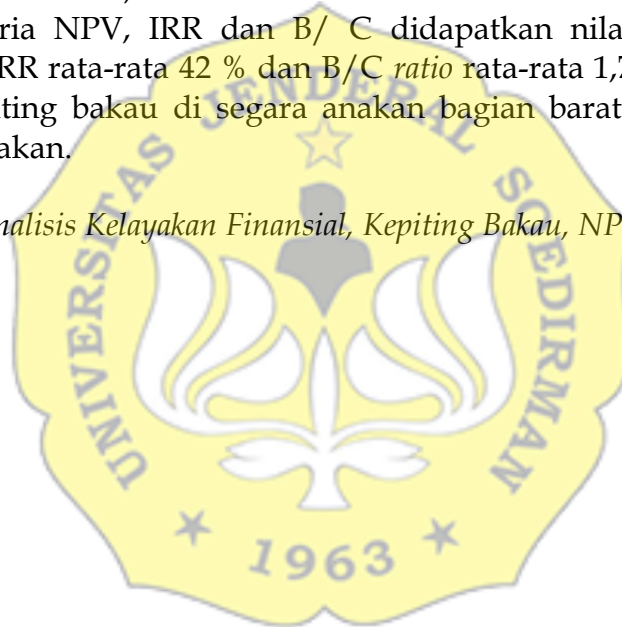


ABSTRAK

Kepiting bakau *Scylla* sp. merupakan salah satu biota perairan yang mempunyai nilai ekonomis penting. Penyebarannya hampir di seluruh kawasan pesisir Indonesia, yang memiliki ekosistem mangrove termasuk di perairan Segara Anakan. Namun, perdagangan kepiting bakau di wilayah Segara Anakan masih memiliki kelemahan, salah satunya adalah kurangnya informasi tentang data status kepiting bakau yang diperdagangkan. Penelitian ini bertujuan untuk menganalisis keuntungan dan kelayakan usaha budidaya kepiting bakau. Penelitian ini dilaksanakan pada bulan Juli 2019. Metode penelitian dilakukan dengan wawancara menggunakan kuesioner, jumlah sampel 15 pengepul kepiting di Segara Anakan bagian barat. Hasil analisis menunjukkan analisis biaya dan keuntungan usaha pengepul kepiting bakau di segara anakan bagian barat, dalam setahun didapatkan pendapatan rata-rata Rp. 465.360.333,00 total biaya pengeluaran Rp 438.045.861,00 dan keuntungan rata-rata Rp. 27.314.472,00. Serta berdasarkan hasil analisis kelayakan finansial, dengan kriteria NPV, IRR dan B/ C didapatkan nilai NPV rata-rata Rp. 11.367.986,00 IRR rata-rata 42 % dan B/C *ratio* rata-rata 1,74, Maka Ratio usaha pengepul kepiting bakau di segara anakan bagian barat ini dapat dikatakan layak dilaksanakan.

Kata Kunci: Analisis Kelayakan Finansial, Kepiting Bakau, NPV, IRR, B/C Ratio



ABSTRACT

Mud crab (*Scylla* sp.) is the one of aquatic species that it has value economically important. It spreads in almost all over coastal areas of Indonesia, which has the mangrove ecosystem including Segara Anakan areas. Mangrove crab has a high nutritional value. This study aims to analyze the advantages and feasibility of mud crab cultivation. This research was conducted in Juli 2019. The research method was conducted by interview using questionnaire, the number of samples of 15 respondent. The results of the analysis show that the cost and profit analysis of the mangrove crab collectors in Segara Anakan in the West, in a year, an average income of Rp 465.360.333,00 total expenditure of Rp 438.045.861,00 and average profit of Rp 27.314.861,00 And based on the results of the financial feasibility analysis, the NPV, IRR and B/C criteria obtained an NPV value of an average of Rp 11.367.986,00 an average IRR of 42% and a B/C ratio of an average of 1,74, so the ratio of mangrove crab collectors in Segara Anakan to the west can be said to be feasible.

Keyword: *Financial Feasibility Analysis, Mud Crab, NPV, IRR, B/C Rat*

