

STUDI KELAYAKAN BISNIS PENGEMBANGAN EDUWISATA CIRCULAR ECONOMY PERTANIAN TERPADU DESA PANCASAN BERDASARKAN ASPEK KEUANGAN

Fadila Ratnasari¹, Sri Iestari², Weni Novandari³

¹Universitas Jenderal Soedirman, fadila.ratnasari@mhs.unsoed.ac.id, Indonesia

²Universitas Jenderal Soedirman, sri.lestari2511@unsoed.ac.id, Indonesia

³Universitas Jenderal Soedirman, weni.prihambodo@gmail.com, Indonesia

Abstrak

Penelitian ini merupakan penelitian studi kelayakan bisnis usaha eduwisata pada Desa Pancasan Kecamatan Ajibarang Kabupaten Banyumas dalam rangka pemanfaatan potensi-potensi yang ada pada Desa Pancasan. Penelitian ini mengambil judul "Studi Kelayakan Bisnis Pengembangan Eduwisata *Circular Economy* Pertanian Terpadu Desa Pancasan Berdasarkan Aspek Keuangan". Subjek penelitian ini merupakan orang-orang yang terlibat langsung dalam pengembangan eduwisata ini seperti Pemerintah Desa Pancasan, BUMDes Pancasan, Kelompok-kelompok pengelola objek eduwisata, dan masyarakat Desa Pancasan. Teknik sampling yang digunakan dalam penelitian ini menggunakan teknik *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan metode *capital budgeting* pada analisis kelayakan finansial dengan dua kriteria perhitungan yaitu *Net Present Value* (NPV) dan *Profitabilitas Index* (PI) menunjukkan bahwa : (1) Analisis kelayakan finansial pada eduwisata pengolahan sampah layak untuk dikembangkan. (2) Analisis kelayakan finansial pada eduwisata pada sektor perikanan meliputi eduwisata bendungan kalipagak dan budidaya ikan air tawar layak untuk dikembangkan. (3) Analisis kelayakan finansial pada eduwisata pada sektor pertanian berupa eduwisata mina kangkung layak untuk dikembangkan.

Kata kunci : Studi kelayakan, *Circular Economy*, Pertanian Terpadu, *Capital budgeting*,

Abstract

This research is a study of the feasibility of an edutourism business in Pancasan Village, Ajibarang District, Banyumas Regency in order to utilize the potential that exists in Pancasan Village. This research is entitled "Feasibility Study of Integrated Agricultural Circular Economy Edutourism Development Business in Pancasan Village Based on Financial Aspects". The subjects of this research are people who are directly involved in the development of edutourism, such as the Pancasan Village Government, Pancasan Village BUMDes, groups managing edutourism objects, and the Pancasan Village community. The sampling technique used in this research used a purposive sampling technique. Based on the results of research conducted using the capital budgeting method in financial feasibility analysis with two calculation criteria, namely Net Present Value (NPV) and Profitability Index (PI), it shows that: (1) Analysis of financial feasibility in waste processing educational tourism is feasible to develop. (2) Analysis of the financial feasibility of edutourism in the fisheries sector, including edutourism at the Kalipagak dam and freshwater fish cultivation, is feasible to develop. (3) Analysis of the financial feasibility of edutourism in the agricultural sector in the form of mina kangkung edutourism is worthy of development.

Keyword : Feasibility Study, *Circular Economy*, Edutourism development, *Capital Budgeting*
