



Hak cipta dilindungi Undang-Undang

© M. Ratna Dwi P. B., tahun 2010



Program Pascasarjana Manajemen dan Bisnis  
Institut Pertanian Bogor

MB-IPB

## ABSTRACT

### The Tiger Prawn (*Penaeus monodon L.*) Brackishwater Project's Feasibility Analysis In The Frame Work of Costal Area Development In Purworejo Regency

Ratna Dwijanti

The purpose of this study were to analyze of the project of tiger prawn brackishwater in south coastal area of Purworejo regency. The major studies to analyze are concerned with the following aspects: market aspects of tiger prawn products both domestic market and world market, technical aspects, institutional aspects, enviromental aspects dan faesibility of financial aspects to measure business, feasibility base on financial criteria.

The conclusion of the study shows the market prospects of tiger prawn products are still open and always increase year by year. Technical aspects show the tiger prawn brackishwater can be built in shouth coastal area which has fine coastal area relatively is suitable for cultivation of tiger prawn in the long term. Institutional aspects are required to organize the task and responsibility of each person who has role in project namely local government, society and investors. Enviromental aspects are required in order that project build do not exceed capacity of environment, so will not cause the damage of environment in the long term.

The results of caculation of invesment feasibility criteria at interest rate level 18 percent are obtained Net Present Value (NPV) Rp. 539.964.988,- Net benefit Cost Ratio (Net B/C Ratio) 1,23 and Internal Rate of Return (IRR) 24 percent. Project of tiger prawn brackishwater is feasible to be implemented at top sensitivity level on sales price cutting.

Cultivation of fish brackishwater at study area shows it's role in coastal area development both direct and indirect benefit which obtained by society. The direct benefit that obtained by society such as the using of the idle land, incomes and manpower absorbing. The indirect benefit that obtained by society such as increasing of transportation, economic facilities for example market place and fish auction place (TPI).

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar IPB.

2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruhnya karya tulis ini dalam bentuk apapun tanpa izin IPB.