

## ABSTRACT

*PT. X is a company engaged in fisheries, especially in catfish farming. PT. X was established in 2010 and is located in Masaran, Sragen. PT. X still uses conventional methods in conducting catfish farming. Catfish cultivation can be done with biofloc technology. This study aims to choose between catfish cultivation with conventional methods and catfish cultivation with biofloc technology, in terms of business process, productivity, financial and risk aspects. Data collection is needed by conducting interviews with owners of catfish farming. The results of the calculation of aspects of business processes, obtained conventional method efficiency of 57% and 72% biofloc technology. The results of the calculation of productivity aspects obtained conventional method FCR 1.16 and bioflok technology 0.86, SR conventional method 90% and 96% biofloc technology, conventional kg / m<sup>3</sup> method 32.73 and 83.62 biofloc technology. The results of the financial aspects calculation obtained the average profit in one year / 10m<sup>3</sup> conventional method Rp. 5.218,926 and bioflok technology Rp. 14,554,539, conventional NPV Rp. 14,922,693 and biofloc technology Rp. 23,946,956, IRR conventional method 29,1 % and biofloc technology 49.2%, conventional BCR method 1.04 and biofloc technology 1.09, PBP conventional method 2.32 years and biofloc technology 1.69 years. The results of the calculation of the risk aspects obtained the results of conventional method production risk of 1.82% and 1.85% biofloc technology, conventional method of income risk 1.39% and biofloc technology 1.83%. Based on considerations from all aspects related to choosing catfish farming, biofloc technology is more optimal to be carried out in catfish farming.*

***Keywords: Choosing, cultivation, conventional methods, biofloc technology, business processes, productivity, finance, risk***