

ABSTRACT

Berkah Lait Shrimp Pond is a shrimp pond that provides 3 sizes of vannamei shrimp, namely size 100, size 70 and size 50 located in Kebumen Regency. Based on the results of interviews with the owners of the Berkah Laut Shrimp Pond, the total yields obtained have not been able to meet market demand. From this situation, the owner of the Berkah Lait Shrimp Pond saw an opportunity to add a new pond to meet the existing demand. For this reason, a business design and business feasibility assessment were carried out to build a new pond for the Berkah Laut Shrimp Pond. The feasibility assessment of the Berkah Laut Shrimp Farm is carried out using the NPV, IRR and PBP indicators. Based on the calculations carried out, the plan to build a new pond for the Berkah Laut Shrimp Pond is feasible with an NPV value of Rp. 490,435,611, IRR value of 81.77% and PBP at 1.49 years. In the design, sensitivity analysis was also carried out on the increase in feed prices, and the decrease in the number of sales. The results of the sensitivity analysis show that the design of the new pond for the Berkah Laut Shrimp Pond is not sensitive to the increase in feed prices and sensitive to the decrease in the number of sales. An increase in the price of feed by 35.52% and a decrease in the number of sales by 9.90% will make the project unfeasible.

Kata kunci — *Berkah Laut Shrimp Pond, Kebumen, Litopenaeus Vannamei Feasibility Analysis, Sensitive Analysis.*