

ABSTRACT

MinaKita is a new startup engaged in the e-marketplace. The purpose of minakita is an online media to act as an intermediary between fish farmers and buyers. With this e-marketplace will help farmers open up new market potential because buyers are not only in klaten regency but the market share can be wider. Currently there are several problems faced by farmers, namely fish production data is higher than the sales results. This leads to a buildup in the amount of fish production so that the cultivator sells fish products to his customers at a price that is much lower than the market price because it is better for little than loss. In the process of this final project, it is necessary to conduct a feasibility study. As for some aspects that must be researched such as market aspects, technical aspects, and financial aspects. The superior commodity of Nganjat village is one of the tourist destinations with tilapia-based fish farming. The total production of tilapia can produce an average of 0,60 tons of fish per day. Due to the abundant production of tilapia fish, Nganjat Village became a tourist village of The Tilapia Fish Center in Klaten, Central Java. Aspects of the market are obtained from the results of questionnaires that will look at potential markets, available markets and target markets. The potential market for fresh tilapia products is 91% or 6.445.570 kg, tilapia shredded products by 86% or 226.078 kg, and tilapia bone sticks are 87% or 1.778.370 kg. Large markets are available from fresh tilapia products amounting to 84% of the potential market, tilapia shredded products at 80% of the potential market, and tilapia bone stick products amounting to 84% of the potential market. The company's target market is able to meet 0,12% of the total available market. Technical aspects are carried out by conducting interviews and observations to determine business processes, business location, investment costs. Financial data is obtained based on the results obtained on the market aspect and technical aspects. The results of processing financial data are then used to determine the value of NPV, IRR (Internal Rate of Ratio), and PBP. The result of NPV calculation is Rp 104.733.064 with PBP obtained 4,00 years and IRR of 42,86% and MARR value of > 10,82%. If the NPV Value > 0, PBP < age is carried out the calculation of eligibility, and IRR > MARR, then it can be

concluded that this business is worth carrying out. Taking into account the sensitivity of the decrease in the selling price by 7,38% and the increased labor salary costs 25,03%.

Keywords — Startup, Feasibility Analysis, NPV, PBP, IRR