

ABSTRACT

CV. Restu Putra Abadi is a company engaged in fish farming, especially tilapia fish. CV. Restu Putra Abadi was established at the end of 2019. CV. Restu Putra Abadi uses biofloc technology to increase fish survival rate with minimal water change and the water used for cultivation is odorless so it does not harm the environment. CV. Restu Putra Abadi currently does marketing and sales in the West Java area, especially to consumers in the Pangandaran area. In the third period in 2020 the owner of CV. Restu Putra Abadi plans to expand its business by adding a pond so that production capacity also increases. Because of that plan, it is necessary to analyze the feasibility of adding a pond by analyzing market aspects, technical aspects, management aspects, and financial aspects. The method used to see the feasibility is NPV, IRR and PBP, incremental analysis will also be calculated and the last is sensitivity analysis. The results of the calculation of the feasibility analysis on the existing state for each method are NPV with a value of Rp 42,720,317, IRR with a value of 23% and PBP with a value of 4.0203. The results of the calculation of the feasibility analysis of the proposed addition of a pond for each method are NPV with a value of Rp. 70,701,037, IRR with a value of 25%, and PBP with a value of 4.1320. Both alternatives are feasible to run. Then the results of the incremental analysis show that the alternative proposed addition of fish ponds is the best alternative with an ROR value of 11% where the results of the incremental cost analysis are if the ROR value more than MARR value, the chosen alternative is the alternative with the largest investment. The result of sensitivity analysis is the increase in the value of material costs that will be sensitive at 18.85% with a positive upper limit of 18% and a negative limit of 19%.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Incremental Cost