ABSTRACT

One of Jepara regency water locations that have the potential of land resources for the development of aquaculture is Karimunjawa waters. Seaweed is the most widely cultivated in the Karimunjawa waters is Kappaphycus alvarezii, because low venture capital, high market demand, low-cost production technology, production cycle is short, post-harvest handling is easy and simple as well as market share is still open. This study aims to (1) Evaluate the feasibility of seaweed cultivation; (2) Identify factors that influence internal and external business seaweed cultivation; (3) Develop appropriate strategies in business development efforts to the cultivation of seaweed. Financial feasibility analysis results show that seaweed cultivation efforts Kappaphycus alvarezii with longline method in Karimunjawa waters financially profitable and feasible. This is indicated by a positive NPV value of 30.81 million rupiah; B/C ratio (2.69), IRR (47.58%); PBP 1.61 years; BEP 13.23 million rupiah or sales of 1,474 kg of dried seaweed. With a total score value of the internal-external matrix of 2.52 and 2.83 shows an internal and external matrix of responses given by business seaweed cultivation to the environment considered average. The combination of these two values indicates that the position of the business lies in V cells or growth strategies. The most appropriate strategies for business development is the empowerment of members and business groups to increase their business (5.83), and increased cultivation of technical skills for the improvement of product quality (5.52). These three strategies can be implemented simultaneously as mutually supporting one another.

Key words: business feasibility, development strategy, Karimunjawa, seaweed