ABSTRACT

DENNY JATNIKA S, Strategic Business Development Farming Catfish (*Clarias* sp.) On Dry Land In Gunungkidul Regency, DI Yogyakarta Province. Supervised by Komar Sumantadinata and Nora H. Pandjaitan,

The purpose of this study was (1). analyze the feasibility of catfish farming in dry land in the district of Gunungkidul Yogyakarta Province, (2). analyze the potential of catfish farming in ponds tarp on dry land., (3) develop alternative business development in the district of Gunungkidul Yogyakarta Province. The method used in this thesis is descriptive method that focuses on technical aspects and business development aspects of aquaculture, as well as a SWOT analysis. Based on financial analysis, the pond area 12-16 m$^2$ level cultivators consumption catfish prices average per kilogram Rp. 1,0394,- production resulting catfish consumption 342.95 (equivalent to 453.88 kg of catfish), earnings per cultivation cycle Rp. 1,557,874,- or Rp. 4,673,620,- within one year of cultivation period, net profit per year of Rp. 832,668,- or an average of Rp. 277,556,- per cycle of cultivation, production volume BEP at 344.54 kgs, or BEP at a price of Rp. 7,890,-/kg. Gross Value B/C Ratio of 1.22 based on the criteria and payback period (PBP) obtained the results 3.81; the pond area 20-25 m$^2$ catfish prices average consumption per kilogram farmer level Rp. 10,673,- the resulting 7,180 production catfish consumption (equivalent to 868 kg of catfish), earnings per cultivation cycle Rp. 3,065,114,- or Rp. 9,195,341,- within one year of cultivation period, net profit per year of Rp. 2,248,907,- or an average of Rp.749,635,- per cycle of cultivation, production volume BEP at 571.13 pounds, or BEP obtained at a price of Rp 7,020,- / kg, Gross Value B/C Ratio of 1.32 and based on the criteria of payback period (PBP) obtained results of 2.97 years; the pond area 30-45 m$^2$, level cultivators consumption catfish prices average per kilogram Rp. 1,0291,- production generated 1,0661.01 catfish consumption (equivalent to 1,242.06 kg catfish), earnings per cultivation cycle Rp. 4,268,777,- or Rp. 12,806,333,- within one year of cultivation period, net profit per year of Rp. 3,245,323,- or an average of Rp 1,081,774,- per cycle of cultivation, production volume BEP at 807.99 kgs, or BEP obtained at the price of Rp. 6,695,- / kg. Gross Value B/C Ratio 1.34, and based on the criteria of payback period (PBP) obtained results of 2.64 years. To maximize revenue catfish farmers, a strategy that has been formulated on the SWOT analysis needs to be implemented on the pattern of farmers by increasing the amount of effort and extensive farming ponds and develop, implement ways of maintaining and good cultivating, as well as expand the reach of markets ranging from individual consumers, traditional market and a restaurant to the modern retail market to increase profits catfish farmers in dry land in the district of Gunungkidul.

Keywords: catfish, dry land, feasibility, strategy development, pond sheeting.