ANALYSIS SENSITIVITY OF TRADITIONAL CULTIVATION BUSINESS OF VANNAMEI SHRIMP IN PENATARSEWU VILLAGE, TANGGULANGIN, SIDOARJO

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ABSTRACT

Vannamei Shrimp (Litopenaeus vannamei) had the opportunity of domestic market. It was 10.000/month and while in 2014, the opportunity of export market was about 148.519,4 ton. The aims of this research were to analyze business, to analyze the sensitivity due to the increasing of fodder price and to analyze the sensitivity due to the reductioning of selling price of traditional cultivation business of vannamei shrimp. This research was held in October 2016 in Penatarsewu Village, Tanggulangin, Sidoarjo. The population research is 20 traditional cultivators of vannamei shrimps, then the samples were determined from the capacity total of babies of vannamei shrimps. The sampling technique used census. The independent variables were incresing of fodder price and reductioning of selling price, while the dependent variable was business sensitivity. The procedure of data collection were survey, interviewing, and direct observation.We found from the research that the investment cost was Rp 54.927.800. The production cost was Rp 128.316.133, the fixed cost was Rp 126.992.150, unfixed cost was Rp 92.287.075, total cost was Rp 87.120.283, the shrinkage value was Rp 6.848.475, total income Rp 198.660.000, the profit was Rp 111.539.717, NPV was Rp 593.262.195, B/C ratio was 1,27, R/C ratio was 2,27, PP was 0,46 year (5 month 16 day), BEP production was 1.298 Kg, BEP price was Rp 31.127, and 2,87% was for IRR. Business sensitivity was categorized feasible and profitable if the increasing of fodder price minimum was 5% and the maximum one was 15% in 1st, 4th, 7th scenario. The minimum reductioning of selling price of vannamei shrimps was 5% and the maximum one was 5% in 1st, 4th, 7th scenario.

Keywords: analysis business, analysis sensitivity, vannamei shrimp.