

**ANALISIS KELAYAKAN USAHATANI UDANG VANNAMEI (*Litopenaeus vannamei*) DI DESA PAGAK KECAMATAN NGOMBOL KABUPATEN PURWOREJO**

*Feasibility Analysis of a Vannamei Shrimp (*Litopenaeus vannamei*) at Pagak Village, Ngombol District, Purworejo Regency*

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**ABSTRACT**

*This research aims to know how much the cost, the profit, and the business feasibility of a vannamei shrimp. The basic method used in this research was descriptive. Sample was taken by census, with total respondents consist of 21. Based on the research, it found that the total cost of vannamei shrimp farming was recorded at Rp. 46.708.918,06. The revenue of vannamei shrimp farming was recorded at Rp.92.352.097,30. The income and profit of vannamei shrimp farming was recorded at Rp. 48.225.201,07 and Rp. 45.643.179,23. Business feasibility can be seen by some indicators, which are R/C, land productivity, labor productivity, and capital productivity. R/C value of vannamei shrimp farming was recorded at 1,98. Land productivity of vannamei shrimp farming was recorded at Rp. 30.215,90. The labor productivity of vannamei shrimp farming was recorded at Rp. 2.316.075,27. Capital productivity of vannamei shrimp farming was recorded at 105,69%. Based on the research, then found that vannamei shrimp farming business are feasible.*

**Keywords:** *cost, profit, farming, vannamei shrimp*