

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kelayakan bisnis pemanfaatan limbah garam (*bittern*) sebagai bahan baku pembuatan koagulan magnesium klorida guna meningkatkan nilai tambah ekonomi petani garam di Desa Bunder, Kecamatan Pademawu, Kabupaten Pamekasan, Madura. Penelitian menggunakan metode kuantitatif deskriptif melalui survei, observasi lapangan, dan wawancara dengan petani garam serta instansi terkait. Analisis dilakukan terhadap struktur biaya, penerimaan, pendapatan, dan indikator kelayakan finansial yang meliputi *Break Even Point* (BEP), *Payback Period* (PP), *Revenue Cost Ratio* (R/C Ratio), *Benefit Cost Ratio* (B/C Ratio), dan *Net Present Value* (NPV). Hasil penelitian menunjukkan total biaya produksi tahunan sebesar Rp.31.464.260, harga pokok produksi Rp.10.384 per kg, dan harga jual Rp.21.000 per kg, menghasilkan pendapatan bersih Rp.32.165.740 per tahun. Nilai BEP tercapai pada volume 1.053 kg, PP sebesar 0,70 tahun (8,4 bulan), R/C Ratio sebesar 2,02, B/C Ratio sebesar 1,02, dan NPV positif sebesar Rp.114.899.636,01. Berdasarkan hasil tersebut, usaha koagulan berbasis *bittern* dinyatakan layak secara finansial dan ekonomis, serta berpotensi mendukung pengembangan industri garam berkelanjutan dan pengelolaan limbah ramah lingkungan di wilayah pesisir Madura.

Kata Kunci : *Bittern*, Koagulan, Kelayakan Usaha

ABSTRACT

This study aims to analyze the business feasibility of utilizing salt waste (bittern) as a raw material for making magnesium chloride coagulant to increase the economic value of salt farmers in Bunder Village, Pademawu District, Pamekasan Regency, Madura. The study uses a quantitative descriptive method through surveys, field observations, and interviews with salt farmers and related agencies. Analysis was carried out on the cost structure, income, revenue, and financial feasibility indicators including Break Even Point (BEP), Payback Period (PP), Revenue Cost Ratio (R/C Ratio), Benefit Cost Ratio (B/C Ratio), and Net Present Value (NPV). The results showed that the total annual production cost was Rp. 31,464,260, the cost of production was Rp. 10,384 per kg, and the selling price was Rp. 21,000 per kg, resulting in a net income of Rp. 32,165,740 per year. The break-even point (BEP) value was achieved at a volume of 1,053 kg, with a PP of 0,70 years (8,4 months), a return to market ratio of 2.02, a return to market ratio of 1.02, and a positive NPV of Rp.114,899,636.01. Based on these results, the bittern-based coagulant business is declared financially and economically feasible and has the potential to support the development of a sustainable salt industry and environmentally friendly waste management in the coastal areas of Madura.

Keywords : *Bittern, Coagulant, Business Feasibility*