

ABSTRACT

Aisyah, *Feasibility Analysis of Salt Waste Business into Organic Fertilizer in Sampang Regency, Under the Guidance of Prasetyo Nugroho, S.Pi, MM.*

This study aims to analyze the business feasibility of processing salt waste (bittern) into granular organic fertilizer in Sampang Regency, focusing on production cost structure, revenue projection, and feasibility. The research employed a descriptive quantitative method with a business feasibility approach. The population included salt farmers in Pangarengan District, and the sample was purposively selected, consisting of five salt farmers, two related government agencies (Fisheries and Agriculture Offices), and two agricultural stores. Research instruments included structured interviews, field observations, and secondary data documentation from government sources. The results show that the total annual production cost is Rp 296.490.046, with total revenue of Rp 396,000,000, resulting in an annual net profit of Rp 99.509.954. The financial feasibility analysis yields an NPV of Rp. 333.457.085, an IRR of 136%, a Payback Period of 0.73 years, a BEP of 59.325 kg, and an R/C Ratio of 1.33. These results indicate that the business of processing salt waste into granular organic fertilizer is financially and economically feasible and has positive social and environmental impacts for coastal communities in Sampang Regency.

Keywords: *business feasibility, bittern, financial analysis, organic fertilizer*

ABSTRAK

Aisyah, Analisis Kelayakan Usaha Limbah Garam Menjadi Pupuk Organik di Kabupaten Sampang, Di bawah Bimbingan Prasetyo Nugroho, S.Pi, MM.

Penelitian ini bertujuan untuk menganalisis kelayakan usaha pengolahan limbah garam (*bittern*) menjadi pupuk organik di Kabupaten Sampang, baik dari aspek struktur biaya, proyeksi pendapatan, maupun kelayakan finansial usaha. Metode penelitian yang digunakan adalah metode kuantitatif deskriptif dengan pendekatan studi kelayakan bisnis. Populasi penelitian adalah seluruh pelaku usaha garam di Kecamatan Pangarengan, sedangkan sampel diambil secara purposive sebanyak lima petani garam, dua instansi terkait (Dinas Perikanan dan Dinas Pertanian), serta dua toko pertanian. Instrumen penelitian berupa wawancara terstruktur, observasi lapangan, dan dokumentasi data sekunder dari instansi pemerintah. Hasil penelitian menunjukkan bahwa total biaya produksi tahunan sebesar Rp. 296.490.046 dengan total penerimaan sebesar Rp. 396.000.000, sehingga menghasilkan laba bersih sebesar Rp. 99.509.954 per tahun. Hasil analisis kelayakan finansial menunjukkan nilai BEP sebesar 59.325kg, *Payback Period* selama 0,73 tahun, NPV sebesar Rp. 333.457.085, IRR sebesar 136%, dan R/C *Ratio* sebesar 1,33. Nilai-nilai tersebut menunjukkan bahwa usaha pengolahan limbah garam menjadi pupuk organik layak secara finansial dan ekonomis, serta berpotensi memberikan dampak sosial dan lingkungan yang positif bagi masyarakat pesisir di Kabupaten Sampang.

Kata Kunci: Kelayakan usaha, kelayakan finansial, *bittern*, pupuk organik,