

## **ABSTRAK**

Udang adalah komoditas unggulan ekspor Indonesia pada sub sektor perikanan. Tujuan penelitian untuk: (1) menentukan keuntungan usaha budidaya udang vaname sistem intensif, (2) menentukan titik impas usaha budidaya udang vaname sistem intensif, (3) mengukur *margin of safety* usaha budidaya udang vaname sistem intensif, (4) mengukur rentabilitas usaha budidaya udang vaname sistem intensif, (5) mengukur tingkat sensitivitas udang vaname terhadap perubahan variabel yang terjadi. Penelitian menggunakan metode deskriptif, survey, dan kuantitatif yang berlokasi di PT. Alam Gemacitra Prima tahun 2016-2019. Metode analisis data adalah analisis keuntungan, titik impas, *margin of safety*, rentabilitas dan sensitivitas. Hasil penelitian adalah: (1) usaha budidaya udang vaname sistem intensif selalu menguntungkan dari tahun 2016-2019, (2) usaha budidaya udang vaname telah melampaui titik impas dari tahun 2016-2019, (3) *margin of safety* usaha budidaya udang vaname sistem intensif tahun 2016 sebesar 98,93%, tahun 2017 sebesar 99,04%, tahun 2018 dan 2019 sebesar 98,85%, (4) rentabilitas usaha budidaya udang vaname sistem intensif memiliki nilai lebih tinggi dibandingkan dengan suku bunga bank 12,25% dan secara statistik nyata pada taraf kepercayaan 99%, (5) usaha budidaya udang vaname sistem intensif tidak sensitif terhadap perubahan biaya dan produksi, baik pada keuntungan, titik impas, *margin of safety* dan rentabilitas.

Kata Kunci: udang vaname, keuntungan, titik impas, *margin of safety*, rentabilitas, sensitivitas

## **ABSTRACT**

*Shrimp is Indonesia's main export commodity in the fisheries sub-sector. The research objectives are to: (1) determine the profitability of intensive system vaname shrimp farming, (2) determine the break-event point of intensive system vaname shrimp cultivation, (3) measure the margin of safety of intensive system vaname shrimp cultivation, (4) measure the profitability of aquaculture intensive system vaname shrimp, (5) measure the level of sensitivity of vaname shrimp to changes in variables that occur. The study uses descriptive, survey and quantitative methods located at PT. Alam Gemacitra Prima in 2016-2019. Data analysis methods are profit analysis, break event point, margin of safety, profitability, and sensitivity. The results of the study are: (1) the intensive system of vaname shrimp farming has always been profitable from 2016-2019, (2) the business of vaname shrimp cultivation has exceeded the break event point of 2016-2019, (3) the margin of safety of the 2016 intensive system vaname shrimp farming is 98.93%, in 2017 amounted to 99.04%, in 2018 and 2019 amounted to 98.85%, (4) the profitability of intensive system vaname shrimp farming has a higher value compared to bank interest rates 12,25% and statistically real at 99% confidence level, (5) intensive system vaname shrimp farming is not sensitive to changes in costs and production, both on profit, breakeven, margin of safety and profitability.*

*Key Words:* vaname shrimp, profit, break event point, margin of safety, profitability, sensitivity