

Business Feasibility Study Analysis on the Development of Catfish Cultivation Using the Urban Farming Concept. Case Study of Ember Media Catfish Cultivation Business Owners in Manyar Village, Sekaran District, Lamongan Regency, Erina Nurizqi Nadhilla, Dr. Nawari, S.E., M.M., Martha Laila Arisandra, S.E., M.M., Management Study Program, Faculty of Economics, Darul 'Ulum Lamongan Islamic University

ABSTRACT

This research aims to analyze the feasibility of the catfish cultivation business using the urban farming method. A business feasibility study was carried out to assess the prospects and potential success of catfish farming in urban areas using urban farming technology. The method used in this research is qualitative analysis. The aspects studied include legal aspects, market and marketing aspects, management and organizational aspects, technical and production aspects, economic and social aspects, environmental aspects, as well as financial aspects using a payback period (PP) approach. Data collection was carried out through field observations, interviews and literature studies. The results of the research show that the catfish cultivation business using the urban farming method in Manyar Village, Sekaran District, Lamongan Regency is feasible to carry out based on an assessment of all aspects studied. Financial analysis shows a positive Payback Period or PP figure, which means a fast return on capital so that the business is said to be worth running. This research concludes that cultivating catfish using the urban farming method has promising prospects as an alternative business on limited land.

Keywords: Business Feasibility Study, Catfish Cultivation, Urban Farming, Financial Analysis

Analisis Studi Kelayakan Bisnis Pada Pengembangan Budidaya Lele Dengan Konsep *Urban Farming* Studi Kasus Pada Pemilik Usaha Budidaya Lele Media Ember Di Desa Manyar, Kecamatan Sekaran, Kabupaten Lamongan, Erina Nurizqi Nadhilla, Dr. Nawari, S.E., M.M., Martha Laila Arisandra, S.E., M.M., Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Darul ‘Ulum Lamongan

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kelayakan bisnis budidaya ikan lele dengan metode urban farming. Studi kelayakan bisnis dilakukan untuk menilai prospek dan potensi keberhasilan usaha budidaya ikan lele di wilayah perkotaan menggunakan teknologi urban farming. Metode yang digunakan dalam penelitian ini adalah analisis kualitatif. Aspek-aspek yang dikaji meliputi aspek hukum, aspek pasar dan pemasaran, aspek manajemen dan organisasi, aspek teknis dan produksi, aspek ekonomi dan sosial, aspek lingkungan, serta aspek keuangan dengan pendekatan *payback period* (PP). Pengumpulan data dilakukan melalui observasi lapangan, wawancara, dan studi literatur. Hasil penelitian menunjukkan bahwa usaha budidaya ikan lele dengan metode urban farming di Desa Manyar, Kecamatan Sekaran, Kabupaten Lamongan layak untuk dijalankan berdasarkan penilaian seluruh aspek yang dikaji. Analisis finansial menunjukkan angka *Payback Period* atau PP positif yang berarti pengembalian modal yang cepat sehingga usaha dikatakan layak untuk dijalankan. Penelitian ini menyimpulkan bahwa budidaya ikan lele dengan metode *urban farming* memiliki prospek yang menjanjikan sebagai alternatif usaha di lahan yang terbatas.

Kata Kunci: Studi Kelayakan Bisnis, Budidaya Ikan Lele, Urban Farming, Analisis Finansial