

ABSTRAK

Penelitian ini tentang “Kelayakan Finansial Usaha Pembibitan Mangrove Dalam Upaya Pelestarian Lingkungan Pesisir” di Persemaian mangrove Suwung, Denpasar. Penelitian ini bertujuan untuk : (1) Mengetahui proses usaha pembibitan mangrove (2) Mengetahui besar benefit yang bisa diperoleh dan juga kemajuan yang didapatkan dari produksi pembibitan mangrove setelah usaha ini berlangsung. (3) Mengetahui finansial usaha pembibitan mangrove dalam upaya pelestarian lingkungan pesisir bagi masyarakat sekitar. Jumlah responden di Persemaian mangrove sebanyak 20 orang dengan metode sensus, dalam penelitian ini menggunakan metode kuantitatif dan kualitatif, yang pertama dilaksanakan memahami proses atau mekanisme pembibitan mangrove tahap kedua menganalisis keuntungan yang diperoleh dalam suatu usaha pembibitan mangrove dari hasil perhitungan biaya produksi dan biaya pendapatan, tahap ketiga yaitu menganalisis tingkat finansial usaha dengan metode : (1) *Net Present Value (NPV)* (2) *Internal Rate of Return* (3) *Net Benefit Cost Ratio (Net B/C)*. Hasil penelitian ini menunjukkan bahwa, (1) Kegiatan pembibitan mangrove meliputi : persiapan lokasi dan sarana produksi, memasukan media tanah subur ke polybag kemudian ditata ke dalam bedengan, sortasi buah mangrove, penanaman buah mangrove dan pemeliharaan bibit mangrove (2) Keuntungan yang didapat dalam usaha pembibitan mangrove jika dirata – ratakan sebesar Rp. 62.706.579 selain memperoleh keuntungan berupa benefit pembibitan mangrove bermanfaat dalam pelestarian lingkungan pesisir, memberi nilai tambah terhadap buah mangrove dan membuka lapangan kerja bagi masyarakat pesisir/sekitar (3) Tingkat kelayakan finansial usaha pembibitan mangrove berupa *Net Present Value (NPV)* Rp. 51.512.627, *Internal Rate of Return* 31,24% *Net Benefit Cost Ratio (Net B/C)* 1,7. Faktor-faktor pendapatan yang mempengaruhi tingkat produksi bibit yaitu : luas lahan, status lahan, pengalaman sumber daya manusia dan target produksi, berpengaruh positif dan signifikan terhadap tingkat produksi bibit terhadap pengembangan pembibitan mangrove.

Kata Kunci : Mangrove, Pembibitan dan Finansial Usaha.

ABSTRACT

This research is about "Financial Feasibility of Mangrove Nursery Business in Efforts to Preserve the Coastal Environment" at the Suwung mangrove nursery, Denpasar. production of mangrove nurseries after this business took place (3) Knowing the finances of the mangrove nursery business in an effort to preserve the coastal environment for the surrounding community The number of respondents in the mangrove nursery were 20 people using the census method, in this study using quantitative and qualitative methods, the first carried out was understanding the process or mechanism of the mangrove nursery the second stage analyzes the profits obtained in a mangrove nursery from the calculation of production costs and income costs, the third stage is to analyze the financial level of the business using the method: (1) Net Present Value (NPV) (2) Internal Rate of Return (3) Net Benefit Cost Ratio (Net B/C). The results of this study indicate that, (1) Mangrove nursery activities include: location preparation and production facilities, placing fertile soil media into polybags and then arranging them into beds, sorting mangrove fruit, planting mangrove fruit and maintaining mangrove seedlings (2) The benefits obtained in mangrove nursery business if the average is Rp. 62,706,579 in addition to obtaining benefits in the form of benefits mangrove nurseries are useful in preserving the coastal environment, providing added value to mangrove fruit and creating employment opportunities for coastal/surrounding communities (3) The level of financial feasibility of mangrove nurseries in the form of Net Present Value (NPV) Rp. 51,512,627, Internal Rate of Return 31.24% Net Benefit Cost Ratio (Net B/C) 1.7. Income factors that affect the level of seed production, namely: land area, land status, human resource experience and production targets, have a positive and significant effect on the level of seed production on the development of mangrove nurseries.

Keywords : Mangroves, Nursery and Business Finance.

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