

## ABSTRACT

### ***GOURAMI FISH CULTIVATION BUSINESS FEASIBILITY***

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Gourami fish enlargement business is considered more profitable than gourami fish hatchery business. Analysis of the feasibility of farming is important in agricultural businesses, to determine whether farming is profitable or not in cultivation activities. This study aims to determine the cultivation techniques of gourami fish enlargement, analyse the amount of costs, revenue and income from the production of gourami fish farming, and analyse the business feasibility of gourami fish farming. This research was conducted in a gourami fish farm in Mekarjaya Village, Padakembang District, Tasikmalaya Regency. This research was conducted from May 2024 to July 2025. The method used was a case study. The data used consisted of primary data and secondary data. Data were analysed using R/C analysis. The results showed that there are several techniques of gourami fish enlargement cultivation, namely preparation of production ponds, stocking of gourami fish seeds, maintenance, and harvesting. The gourami fish enlargement cultivation business incurs costs in one production process of Rp6,978,999.83 with the revenue obtained of Rp12,400,000.00 and can generate income of Rp5,421,000.17. Gourami fish enlargement aquaculture business is feasible to cultivate.

Keywords: Business Feasibility, Gourami Fish Enlargement