

CHAPTER I

INTRODUCTION

1.1 Background

Coastal and marine areas have an important role as a source of livelihood for the Indonesian population. These two regions are estimated to be the foundation for the development of the Indonesian nation in the future. This is because most of Indonesia's territory is a coastal and marine area that has a variety of resources and diverse environmental services. The contribution of aquaculture has continued to increase since 2010, with a growing contribution of 6.42 percent and an average contribution for five years of 62.35 percent. This shows that in the past five years and in the next few years, aquaculture has considerable potential for Indonesian fishery production (Ministry of Marine Affairs and Fisheries, 2015; Pingky Dwi Septiana, 2020).

The development of the fishery and marine sectors is also part of the national development, which aims to ensure that every fishery and marine activity can be carried out by the Indonesian people, both in production and processing as well as marketing activities. This is essentially an operational description of the long-term goals to be achieved to improve the welfare and standard of living of fishermen and fish farmers, one of which is through shrimp farming business activities in ponds (Womor et al., 2017) in Nainggolan (2020).

The Bengkalis Regency Government, Riau Province, encourages the community to run fishery cultivation businesses such as freshwater fish and vannamei shrimp. The Maritime Affairs and Fisheries Service (DKP) was asked to assist and facilitate the local community. Deputy Regent of Bengkalis, Bagus Santoso, said that the Fisheries Service must focus on empowering people who do business on the mainland. such as making fish ponds, vaname shrimp, and others. He also asked the Maritime Affairs and Fisheries Service to move quickly to discuss with the legislature the Bengkalis DPRD, so that in this year's revised

budget there is already concrete data on how big the economic potential of the fish pond development.

Previously, the Maritime Affairs and Fisheries Service (DKP) of Riau Province held training to increase knowledge about pest control, fish diseases, and the environment for vaname shrimp cultivators in Bengkalis Regency, Riau, on Thursday (March 25). Riau DKP noted that Bengkalis has the potential for shrimp ponds; Vaname is around 1,300 hectares. However, only about 100 hectares have been used so far. Riau DKP Head Herman Mahmud, represented by the Head of the Aquaculture Service Office Odor Juliana, said this training activity aims to provide understanding and knowledge to practitioners and shrimp farmers in Bengkalis to apply environmentally healthy cultivation methods, healthy shrimp, healthy production, and healthy business.

Hundreds of pools this year were built in several villages in Bantan and Bengkalis Districts. Among them are Penebal Village and Temeran Village in Bengkalis District. Likewise in Bantan District, in Teluk Pambang Village and Kembung Baru Village. The potential for vaname shrimp cultivation in Bengkalis Regency, especially in Teluk Pambang Village, is quite large. Fertile soil, flowing water sources, and well-maintained nature are able to support all forms of fishing and livestock activities in the area. Coupled with its location close to the beach The shrimp culture system in Teluk Pambang Village, Bantan District, and Bengkalis Regency is an intensive, semi-intensive, and traditional shrimp farming system. Each of these techniques has different costs and production results. The more intensive a shrimp pond, the higher the cost and production yield. Vannamei shrimp production will be projected in the next five years using a linear or simple regression trend.

Every business needs to understand whether or not it is feasible to run. In this research, a "business feasibility study" is a method that consists of various aspects of assessment to determine whether a business to be run is feasible or not. As a result, it can also be described as a very capable and accurate forecasting tool for determining the possibilities that will occur and making immediate decisions based on the results obtained, namely accepting or rejecting the business.

A business feasibility study is an activity that studies in depth a business or business that will be run in order to determine whether or not the business is feasible or not. Studying in depth means examining the existing data and information seriously, then measuring, calculating, and analyzing the results of the research using certain methods. In order to obtain the best results from the research, research was conducted on a specific size of business (I, Made Adnyana, 2020).

Based on the background of the problems above and to learn more about the feasibility study of vaname shrimp (*Litopenaeus vannamei*) cultivation in Teluk Pambang Village, this is the subject of the final project entitled "Descriptive Study Analysis of Feasibility Vaname Shrimp (*Litopenaeus vannamei*) in Plastic Ponds in Teluk Pambang Village".



Figure 1.1 vaname shrimp farming
Source: Documentation 2022

1.2 Formulation of the Problem

Based on the background above, the formulation of the research problem is to describe whether vannamei shrimp farming in Teluk Pambang Village, Bantan District, Bengkalis Regency is feasible?

1.3 Purposes of the Study

Based on the problems that have been formulated, the purpose of this research is to find out and describe the feasibility of vannamei shrimp farming in Teluk Pambang Village, Bantan District, Bengkalis Regency.

1.4 Significance of the Study

The benefits to be achieved in conducting research entitled "Feasibility Study Analysis of Vaname Shrimp (*Litopenaeus vannamei*) in Plastic Ponds in Teluk Pambang Village" are as follows:

1. For Author
Adding insight for the author, especially about Vaname Shrimp Cultivation in Teluk Pambang Village, Bantan District, Bengkalis Regency.
2. For the community
As information and input for policy makers and decision makers in increasing the production of vaname shrimp agribusiness patterns.
3. For third parties or other parties
As material for information and comparison if other research is needed that deals with the problem of vaname shrimp.

1.5 Scope and Limitation of Problems

Based on the background of the problem and the existing identification, it can be seen that the problems faced are very broad. Therefore, it is necessary to limit the problem; therefore, this research focuses more on the vannamei shrimp farming business of the Cooperative Produksi Generasi Mandiri in Teluk Pambang Village, which will be used as a research sample.

1.6 Writing System

The systematic writing of the research conducted for the analysis of supply chain for ice cream Aice in terms of product flow is as follows:

CHAPTER I: INTRODUCTION

Is an introductory chapter that describes the background, problem limitation, problem formulation, research objectives, research benefits, and research systematic.

CHAPTER II: LITERATURE REVIEW

Expressing the theoretical basis and theoretical basis that will be used in the completion of research both in general and specific theory which consists of previous research and theoretical basis.

CHAPTER III: METHODOLOGY AND COMPLETION PROCESS

In this chapter describes the method of conducting research, which consists of location, time and object of research, types and sources of data, methods of data analysis, types of research, and research schedules and budgets.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter the author will elaborate on the discussion of the results of research analyzes that have been carried out by interviewing, observing, and other sources.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

In this chapter the author will describe the conclusions obtained from the discussion as well as the suggestions to be submitted by the author.

REFERENCES

BIOGRAPHY WRITER