

INTISARI

Penelitian ini berjudul "Prospek Pengembangan Usaha Ikan Patin di Desa Penyasawan Kecamatan Kampar Kabupaten Kampar". Penelitian ini bertujuan untuk mengetahui prospek pengembangan usaha ikan patin ditinjau dari aspek pemasaran (produk, harga, tenaga kerja dan proses) dan aspek kinerja keuangan. Penelitian tersebut mengambil subyek atau responden petani ikan patin di desa Penyasawan Kecamatan Kampar Kabupaten Kampar sebanyak 40 orang. Metode pengumpulan data menggunakan wawancara dan dokumentasi.

Metode analisis menggunakan analisis deskriptif yaitu dengan analisis SWOT dan analisis *Revenue Cost Ratio* (R/C). Berdasarkan hasil analisis tersebut dapat disimpulkan bahwa pengembangan usaha ikan patin di Desa Penyasawan Kecamatan Kampar Kabupaten Kampar memiliki prospek yang bagus.

Kata Kunci: Analisis SWOT, *Revenue Cost Ratio* (R/C)

ABSTRACT

This research entitles "Development Prospect of Effort for Patin Fish in Penyasawan village Kampar sub district Kampar district". This research aim to know development prospect of effort for patin fish in evaluation from marketing aspect and standard performance aspect. The research takes subject or fish farmer respondent patin in Penyasawan village Kampar sub district Kampar district amounting to 40 people. Data collecting method applies interview and documentation.

Analytical method applies descriptive that is SWOT analysis and Revenue Cost Ratio (C/R) analysis. Based result of the analysis can pulled conclusion that development of effort for patin fish in Penyasawan village Kampar sub district Kampar district has prospect that is good.

Key words: SWOT Analysis, Revenue Cost Ratio (R/C).