

## RINGKASAN EKSEKUTIF

Pengembangan bisnis budi daya lele dumbo kolam terpal mempunyai tujuan untuk menciptakan lapangan pekerjaan yang mendatangkan penghasilan. Ini ditunjukkan dengan perolehan rata – rata laba bersih perbulan minimal Rp 1.000.000,00 ( Mei 2010 – Mei 2011 ).

Dalam mencapai tujuan pengembangan usaha, saya membuat program yang akan dilakukan seperti program operasi, sumber daya manusia, program pemasaran, dan program keuangan. Program operasi dengan cara membangun 4 kolam terpal dengan ukuran 4m x 6m, program sumber daya manusia dengan memberikan pembekalan awal mengenai ciri morfologi ikan lele dumbo, program pemasaran dengan cara mendatangi pemilik warung pecel lele, ibu rumah tangga, dan pengepul untuk menawarkan lele dumbo hasil panen, sedangkan program keuangan dilaksanakan dengan mengalokasikan dana kepada setiap program pengembangan sesuai dengan kebutuhan.

Setelah melakukan implementasi program, dapat diketahui hasil keberhasilannya dengan rata – rata laba bersih perbulan Rp 1.414.000,00 ( Mei 2010 – Mei 2011), dengan demikian tujuan pengembangan bisnis budi daya lele dumbo kolam terpal tercapai.

Kata kunci: Usaha lele dumbo kolam terpal, rencana operasional, rencana sumber daya manusia, rencana pemasaran.

## EXECUTIVE SUMMARY

### A BUSINESS PROFIT ANALYSIS ON CATFISH *DUMBO* BREEDING IN TARPAULIN PONDS

The business development of catfish *dumbo* breeding in tarpaulin ponds had a goal to create a new job field that produced money. It was shown by the average profit at least Rp.1000.000,00 a month (May 2010 – May 2011)

To achieve the goal of the business development, I made some programs that would be conducted such as operational program, human resources program, marketing program, and financial program. Operational program included making 4 tarpaulin ponds with the size of 4m x 6m. Human resources program included giving training on the morphology of catfish *dumbo*. Marketing program included seeing the owners of *pecel lele* food stalls, house wives, agents, to offer the catfish *dumbo*. Financial program included allocating the funds to the development program as needed.

After implementing the program, the result showed that the program worked well with the average profit Rp.1.414.000,00 a month (May 2010 – May 2011). It means that the goal of this catfish *dumbo* breeding business in tarpaulin ponds was achieved.

Key words: catfish *dumbo* business in tarpaulin ponds, operational plans, human resources plans, marketing plans, financial plans.