

## ***ABSTRACT***

*Development analysis in the freshwater ornamental fish (Betta splendens) business is carried out by measuring various aspects so as to determine the opportunities and feasibility of a business. These aspects include market and marketing aspects, production aspects, human resource aspects, financial aspects, legality aspects, environmental aspects, social aspects, and economic aspects. This research was written using a qualitative method in which data were collected using three methods: observation, questionnaire, and literature study.*

*This research shows that the freshwater ornamental fish business, especially hippopotamus, has promising opportunities in the Central Java region. Betta Splendens fish business development requires an initial investment of Rp 158,485,000 can produce a Net Present Value of Rp 1,003,638,875, Internal Rate of Return of 71%, Payback Period for 2 years 10 months 6 days, then the Agra Betta Farm business development can be said to be feasible or feasible to implement.*

***Keywords:*** *Business Plan, Business Feasibility, Freshwater Ornamental Fish, Betta Splendens*