

ABSTRACT

FINANCIAL ANALYSIS AND DEVELOPMENT STRATEGY OF SUPERIOR RUBBER NURSERY BUSINESSES IN WEST TULANG BAWANG REGENCY

By

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This study aims to: (1) evaluate the financial feasibility of superior rubber nursery businesses, (2) determine priority strategies for the development of superior rubber nursery businesses. The research is located in West Tulang Bawang Regency. Respondents were all six certified superior rubber nursery breeders in West Tulang Bawang. The first goal was analyzed quantitatively using financial analysis (Gross B/C, Net B/C, NPV, IRR, and PP) and sensitivity analysis using compounding factor (CF) of 12.96%. The second goal was analyzed descriptively using SWOT analysis.

The results showed that the superior rubber nursery businesses in West Tulang Bawang which began in 2004 to 2013 is feasible and profitable to be developed. Financially the businesses are feasible eventhough there are production decrease of 25%, production cost increase of 8.38%, and price decrease reaching 37.49%. Priority strategies to develop superior rubber nursery businesses are: (1) exploiting the potential of available land to increase the land area and wide varieties of rubber superior clones produced, (2) forming farmer groups producing superior rubber nursery so farmers can cooperatively increase the quantity, quality, kinds of clones, and marketing of rubber nursery, (3) utilizing the supply of seeds and new information from the Center for Research and Development to improve the quality and kinds of superior clones.

Keywords: financial analysis, sensitivity, strategy development, and superior rubber nursery.