ABSTRACT

ADDED VALUE ANALYSIS AND PRODUCTION CAPACITY OF AGROINDUSTRY PROCESSING PALM OIL AT PT PERKEBUNAN NUSANTARA VII REJOSARI BUSSINESS UNIT REJOSARI NATAR DISTRICT SOUTH LAMPUNG REGENCY

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The study aims to know: (1) Added value of agroindustry processing palm oil at PT Perkebunan Nusantara VII Rejosari business unit, (2) Production capacity of PT Perkebunan Nusantara VII Rejosari business unit. This research was conducted at PT Perkebunan Nusantara VII Bussiness unit Rejosari Natar district, South Lampung Regency. The data used in this research were secondary data, that collected from PT Perkebunan Nusantara VII Rejosari business unit and literature related to this research. Data were collected on July 2014. Location research was choosen intentionally (purposive). Methods of analysis conducted quantitative. Quantitative analysis method was used to calculating added value and Production of capacity mathemathically and statistically. The results showed as follows, (1) Added value agroindustry processing palm oil at PT Perkebunan Nusantara VII Rejosari bussiness unit was Rp 553.90 with 27.23 Percent added value ratio and 40.01 margin profit, that means no impact between discontinued CPO Production on Agroindustry sector, because result added value agroindustry processing palm oil PT Perkebunan Nusantara VII Rejosari Bussiness unit have a positive value, (2) Production capacity of PT Perkebunan Nusantara VII Rejosari bussiness unit was 563,940.66 kilogram CPO

Key words : added value, agroindustry, CPO, palm oil, production capacity, TBS

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