

ABSTRACT

THE FINANCIAL FEASIBILITY ANALYSIS OF KARANGSARI STAR FRUIT FARMING IN SOUTH LAMPUNG DISTRICT (A Case Study in Sukabakti Village Palas Subdistrict and Kekiling Village Penengahan Subdistrict)

By

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Financial analysis performed to determine the ratio between the amount of the costs incurred by the acceptance of a production process, whether the business is feasible to be developed and provide a profit. This research aims to analyze : (1) the financial feasibility of Karangsari Star Fruit farming in South Lampung District. (2) the sensitivity of the financial feasibility of Karangsari Star Fruit farming in South Lampung District. The study was conducted in Sukabakti Village Palas Subdistrict and Kekiling Village Penengahan Subdistrict. Samples were taken by case study method. Feasibility analysis used were Net Present Value (NPV), Net B/C, Gross B/C, Internal Rate of Return (IRR), Payback Period (PP), and sensitivity analysis. The results showed that at 11.75% interest rate, Karangsari Star Fruit farming deserved with Net Present Value (NPV) Rp 103,189,922; Net B/C Ratio 2.68; Gross B/C Ratio 1.6; Internal Rate of Return (IRR) 41% and Payback Period (PP) 4.10. Sensitivity to the possibility of a decline in production by 10% the cost rose by 3.99%, or a decrease in output price by 10% showed that Karangsari Star Fruit farming was still in feasible and profitable state.

Key words : financial feasibility, karangsari star fruit, sensitivity analysis.

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