

ABSTRACT

SUITABILITY ASSESMENT OF THE QUALITATIVE AND QUANTITATIVE LAND CASSAVA PLANTS (*Manihot esculenta* Crantz.) IN PT TROPICAL FRUIT (NTF) ON THE BLOCK 731 KECAMATAN LABUHAN RATU EAST LAMPUNG

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Cassava (*Manihot esculenta* Crantz) was a cultivate plant after rice and corn. The purpose of this reserch is to suitability asses of qualitative cassava field PT Nusantara Tropical Fruit block 731 with field 9 ha, based on Djaenudin and friends. (2000), and to know the suitability of land and inhibiting factors, and assess the land suitability quantitatively by analyzing the financial feasibility of banana cultivation by calculating the value of NPV, BCR, and IRR.

The method used on this reserch survey method by using the method of parallel land evaluation, i.e conduct a qualitative analysis (biophysical) and quantitative (financial feasibility) simultaneously.

The results of research on land use cassava plants in PT. NTF Block 731 Labuhan Ratu East Lampung based on criteria of Djaenudin et al. (2000) included in the class of the suitability of the land is quite in accordance with the haviest limiting factor was heavy raindrop and rooting medium as texture and retention hara KTK (S2, warcnr). Financially, the cultivation of banana plants deserve to be developed. It is seen with a net worth at the time of research ($NPV > 0$) gained Rp. 73.876.422,- over the past five seasons, the value of a comparison between the net revenue and cost ($Net\ B/C > 1$) acquired 3,86 the value of the internal rate of return (IRR) to 18,25% per month, or more than the prevailing interest rates 1,08% per month. This shows the cultivation of cassava plants for 5 seasons (2006-2010) was advantageous.

Keyword: Evaluation of Land suitability, eligibility of cassava plant cultivation effort.