

## ABSTRACT

### QUALITY EVALUATION AND BUSINESS ANALYSIS OF SUGARCANE (*Sacharum Officinarum*) FRESH DRINK IN BANDAR LAMPUNG

By

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The aim of this study was to investigate quality variances and business proper of fresh sugarcane juice sold in handcraft. Physical, chemical, microbial and sensory characteristics of samples from 5 sellers were analysed in Laboratory. Analysis of business proper such as BEP, B/C ratio, NPV, IRR, minimum selling per day, and payback period was also carried out. Data of quality were analysed statistically whilst financial analysis were discussed descriptively. The study showed that chemical properties TSS and ash varied from 7,43 – 9,80 °Brix and 0,02 – 0,16% (w/w) respectively. Sensory characteristics of color, taste, and overall acceptance were also different except flavour. Total microbes of 9,19 (log scale) and pH (5,15) were not difference. However, chemical, physical and sensory characteristics of sample from 5 sellers were complement to national juice standard (SNI 01-37189-1995). Financial analysis showed that all fresh sugarcane juice sellers were profitable and proper to be developed and fresh sugarcane juice seller most beneficial indicated by Seller 1 (S3) with minimum selling of 80 glasses per day, and fulfillment of investment criteria of NPV > 0, B/C ratio > 1, IRR > discount factor (11,00%), and payback period < economic period (4 years).

**Keywords:** *fresh sugarcane juice, business proper, quality*

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