

## **ABSTRACT**

### **THE ANALYSIS VALUE ADDED, FINANCIAL FEASIBILITY, AND DEVELOPMENTAL PROSPECT OF CIVET COFFEE AGROINDUSTRY IN WAY MENGAKU VILLAGE OF BALIK BUKIT DISTRICT IN WEST LAMPUNG REGENCY**

**By**

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This research had purpose to : (1) analyze the value added of civet coffee agroindustry (2) analyze the financial feasibility of civet coffee agroindustry (3) analyze the development prospects of civet coffee agroindustry.

The study was conducted in Way Mengaku village of Balik Bukit district in West Lampung regency. The location was selected purposively. The research used primary and secondary data. Samples were taken by census method with the number of respondents were 7 people. The data was collected in June - July 2011. The research used the analysis of value added (i.e. Hayami method), (2) financial feasibility (i.e. NPV, IRR, Net B / C, Gross B / C, Payback Period, BEP, and sensitivity), and (3) developmental prospects (i.e. qualitative descriptive analysis).

The results show that: (1) civet coffee agroindustry gave value added of 28.66%, (2) civet coffee agroindustry was financially feasible to be developed with NPV, IRR Net B / C, Gross B / C, and pp were 3.052.843.716,56, 52,35%, 4,73, 2,01, and 4,07 respectively. (3) civet coffee agroindustry has a good prospect of development including market and marketing, in inside and outside the province.

**Keyword:** civet coffee, value added, financial feasibility, agroindustry

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