

ABSTRACT

EVALUATION OF BIOPHYSICAL LAND SUITABILITY AND ANALYSIS OF FINANCIAL FEASIBILITY OF CRYSTAL GUAVA (*Psidium guajava* L.) PLANTS IN PT NUSANTARA TROPICAL FRUIT (NTF) BLOCK 301-05 LABUHAN RATU LAMPUNG TIMUR

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Beside for food, crystal guava (*Psidium guajava* L.) is one of horticultural priorities. The role in horticulture subsectors are also able to contribute to gross domestic product (GDP), which is large enough where value of GDP horticulture always increase in 2004-2008 in Indonesia. The purpose of this research is to establish biophysical land suitability of crystal guava plantation in PT Nusantara Tropical Fruit (NTF) and determine level of financial feasibility of crystal guava cultivation by calculating the NPV, Net B/C Ratio, IRR and BEP. The method used in research was land evaluation survey, it means analysis of land's biophysical and financial feasibility. The results are crystal guava plantation land in PT NTF Labuhan Ratu Lampung Timur belong to enough suitable, with heaviest limiting factor is water availability in form of excess rainfall and nutrient retention in form of lack of C-organic (S2wanr). Financially, cultivation of crystal guava plant be developed in 25 years. It was shown by during 25 years/ha with NPV is Rp 2,355,251,498, Net B/C Ratio is 6.68, IRR/year is 61.34%, and BEP (break event point) will be achieved in 9 year, 7 months, and 8 days, so the crystal guava plantation is feasible to be developed.

Keywords: Evaluation of biophysical and finance feasibility