

## ABSTRACT

### THE PROSPECT OF MELINJO CHIPS DEVELOPMENT FOR MICRO, SMALL, AND MEDIUM ENTERPRISES (UMKM SCALE) IN LAMPUNG PROVINCE

By

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This research was aimed to: (1) analyze the financial feasibility of melinjo chips agroindustry for UMKM scale, (2) analyze the added value of melinjo chips agroindustry for UMKM scale, and (3) analyze the prospects of melinjo chips development in agroindustry for UMKM scale.

The research was conducted in Bernung village of Gedong Tataan district in Pesawaran Regency and Rajabasa village of Rajabasa district in Bandar Lampung City. The locations were selected by purposely with consideration of these lands agroindustry and the villages were supported by the melinjo materials stock. The research used primary and secondary data. 37 respondent were taken by cencus method. Data was collected in July to August 2012. This research analyzed was: (1) financial feasibility, using the NPV, IRR, Net B/C, Gross B/C, Payback Period, BEP and sensitivity, (2) Added value, using the method of Hayami, and (3) the business development prospect using qualitative descriptive analysis.

The result showed: (1) melinjo chips agroindustry in Bernung village and in Rajabasa village was feasible and financially profitable, with NPV 90.605.605,92 and 25.974.416,60, IRR of 50,84% and 38,20%, *Net B/C* 7,34 and 3,66, *Gross B/C* 1,13 and 1,22, and PP 5,36 and 5,41, (2) processing of raw materials into melinjo chips provide added value for the ratio 53,3 % and 45 %, and (3) melinjo chips agroindustry has excellent prospects of market and marketing aspect as the product has high demand in many areas both inside and outside Lampung province.

Keyword : *melinjo chips, feasibility, financial feasibility, added value, agroindustry*

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