

ABSTRACT

THE ANALYSIS OF BASIC PRICE PRODUCTION IN ENTERPRISES CIVET COFFEE IN LAMPUNG WESTERN DISTRICT

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This research aimed to analyze the cost of goods production of Civet coffee in every production sector and analysed the level of feasibility and business development of Civet coffee in West Lampung regency. This research was conducted with survey methods and the sample was chosen to represent the entire population with his unit treated as individual. The type of data used, namely primary data and secondary data. The place of the sampling Civet coffee production in West Lampung Regency (RatuLuwak) than analyzed the cost of goods production of Civet coffee *Greenbean* and civet coffee powder from the pandanus Civet coffee *Greenbean* and the BulanCivet coffee powder. Results of research on the analysis of the cost of production was found that the cost of production Civet Bulan less than the CivetPandan..The cost of the production of Civet coffee*Greenbean* and coffee powder of the Civet BulanatRatuLuwak weresuccessive IDR88.744,51and IDR127.438,03. It reasonable to did financial analysis. The eligibility criteria Investments that greenbean civet coffee and powder civet cofeeNPV value> 0, IRR> 1, NET B / C> 1 and PP <life of the project. Thus civet coffee is feasible to continue. The

results of the sensitivity analysis shows that if there is an increase in raw material prices of 25% and a decrease in sales price by 50% the value obtained $Net\ B / C > 1$, the value of $IRR >$ interest rate ie 19.25% and $PP < 5$ year life of the project, then make Kopi Luwak business in West Lampung still feasible to proceed with the simulation while lowering the sale price 56% resulting in a loss of civet coffee business.

Keywords: Civet Coffee, Analysis of Production, Financial Feasibility, Sensitivity