

ABSTRACT

ANALYSIS OF VALUE ADDED, FINANCIAL FEASIBILITY AND PROSPECTS FOR HOUSEHOLD SCALE MARNING AGROINDUSTRY

(Case Study in the Karang Anyar Village Gedong Tataan Subdistrict Pesawaran District)

By

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The research aimed to analyze: (1) the value added, (2) the financial feasibility and (3) the development prospects of household scale marning agro-industry.

The study was conducted in the Karang Anyar village Gedong Tataan Subdistrict Pesawaran District because the area has the highest number of food industry in the Gedong Tataan District and has a good backward linkage. Data used include primary and secondary data. The study was done on October and November 2010. The analysis was conducted by the value-added method of Hayami and investment feasibility by calculating of Net B / C Ratio, Gross B / C Ratio, NPV, IRR, Payback Period, BEP and Sensitivity.

The results showed that marning agro-industry: (1) have a good ratio of added value that is 29% with a profit margin between the owners of agro-industry and labor is almost equal and the largest margin lies in the contribution of other inputs, (2) financially viable at an interest rate 22 % and could remain viable at the time of production cost increase by 9.17%, decline in selling prices by 9.61% and a decrease in total production amounted to 8.17% and (3) have good prospects particularly from the aspect of markets and marketing, technical and production, management, organization and environment.

Keywords: Feasibility, marning, value-added.

Description:

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