

ABSTRACT

ANALYSIS ON PROFIT COMPARISON BETWEEN PUBLIC SUGAR TREE FARMING (PT. GUNUNG MADU PLANTATIONS PARTNERS) AND CASSAVA FARMING

By

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This research's objectives were: (1) to find out cassava farming profit, (2) to find out sugar tree farming profit, (3) the most profitable farming between sugar tree and cassava farming.

This research was conducted in six districts; Terusan nunyai, Anak Tuha, Tumijajar, Way Pengubuan, Bandar Mataram, and Menggala. The research locations were selected purposively. The research used random sampling method to collect samples. There were 60 respondents consisting of 30 cassava farmer respondents and 30 sugar tree farmer respondents. The research used descriptive qualitative and quantitative analysis methods.

The results show that: (1) cassava farming profit is Rp. 6,579,962; (2) sugar tree farming profit is Rp. 21,743,369; (3) the most profitable farming between sugar tree and cassava farming is sugar tree farming with profit difference as much as Rp. 15,163,407 (53%).

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