

FINANCIAL FEASIBILITY ANALYSIS AND MARKETING OF COCONUT SUGAR AGROINDUSTRY IN NATAR DISTRICT SOUTH LAMPUNG

By

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This research had purposes to: (1) analyze the financial feasibility of coconut sugar agro-industry in Natar District, South Lampung, (2) analyze the influence of the change in production cost, coconut sugar price and number the production result on financial feasibility of coconut sugar agro-industry in Natar District, South Lampung, (3) analyze the efficiency of coconut sugar marketing system in Natar District, South Lampung.

Location of the research was chosen purposively. The primary data was collected by interviewing farmers and using structured questioners. The secondary data was collected from literatures, news paper, and information from some institutions, such as Horticulture Department and Central Bureau of Statistics. This research lasted for three months, from May until June 2010. The analysis consist of agro-industry financial feasibility such as NPV, IRR, Gross B/C Ratio, Net B/C Ratio, Payback Period, and Sensitivity, and also the analysis of pay off point to know the position of coconut sugar agro-industry's break event point. In addition, marketing analysis consist of marketing channel, marketing margin, and price transmission elasticity(Et).

The result showed that: (1) sugar coconut agro-industry financially was feasible and profitable on the accerting interest rate 16% (NPV was Rp. 171,023,442 ; Gross B/C 1.25 ; Net B/C 2.14 ; IRR 38% ; and payback period was 2.9 years), (2) sugar coconut agro-industry was not feasible when the selling price decrease by 18% and the production decrease by 15%, (3) Marketing system of sugar coconut agro-industry was not efficient because the market was oligopsonistic (i.e. $E_t = 0.94$; $E_t < 1$).

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ABSTRAK

ANALISIS KELAYAKAN FINANSIAL DAN PEMASARAN AGROINDUSTRI GULA KELAPA DI KECAMATAN NATAR KABUPATEN LAMPUNG SELATAN

Oleh

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Penelitian ini bertujuan untuk : (1) Menganalisis tingkat kelayakan finansial agroindustri gula kelapa di Kecamatan Natar Kabupaten Lampung Selatan.(2) Menganalisis pengaruh adanya perubahan biaya produksi, harga jual gula kelapa, dan jumlah hasil produksi terhadap kelayakan finansial agroindustri gula kelapa di Kecamatan Natar Kabupaten Lampung Selatan. (3) Menganalisis efisiensi sistem pemasaran gula kelapa yang terjadi di Kecamatan Natar Kabupaten Lampung Selatan.

Pemilihan lokasi dilakukan secara sengaja (*purposive*). Data yang digunakan meliputi data primer dan data sekunder. Data primer diperoleh dari kuisisioner dan wawancara langsung kepada petani. Data sekunder diperoleh dari berbagai literatur, media cetak dan beberapa instansi seperti BPS, dan Dinas Perkebunan. Pengambilan data dilaksanakan pada bulan Mei dan Juni 2010. Analisis yang dilakukan meliputi kelayakan finansial agroindustri dari perhitungan NPV, IRR, *Gross B/C Ratio*, *Net B/C Ratio*, *Payback Period*, dan Sensitivitas, juga analisis titik impas untuk mengetahui posisi *break event point* agroindustri gula kelapa serta analisis pemasaran meliputi saluran pemasaran, margin pemasaran, dan elastisitas transmisi harga (E_t).

Hasil penelitian menunjukkan bahwa : (1) agroindustri gula kelapa layak dan menguntungkan secara finansial pada tingkat suku bunga 16% (NPV Rp. 65.254.620 ; *Gross B/C* 1,31; *Net B/C* 2,36 ; IRR 45% ; dan *Payback periode* 2,3 tahun), (2) agroindustri gula kelapa tidak layak apabila terjadi penurunan harga jual 18% dan penurunan produksi 15%.(3) Sistem pemasaran gula kelapa belum efisien dilihat dari struktur pasar yang terbentuk oligopsoni ($E_t = 0,94$; $E_t < 1$)