

## **ABSTRACT**

### **THE ECONOMIC FEASIBILITY ANALYSIS AND MARKETING OF COCOA IN SOUTH LAMPUNG REGENCY**

**By**

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The purposes of this research were to analyze the economic feasibility of cocoa farming and market of cocoa. This research was conducted in two cocoa production centers, Merbau Mataram and Way Panji Subdistrick of South Lampung Regency. This research used a survey method. The first goal was analyzed using investment criteria and sensitivity rate. The second goal was analyzed using marketing chain, market structure and marketing margins. The results showed that at 16.31% of interest rate, the cocoa farming in South Lampung Regency was still profitable and feasible to be developed with the value of NPV of Rp 55,259,685.25; IRR 45.71%, Net B/C Ratio 4.03; Gross B/C 1.86 and Payback Period 5.70 years. The sensitivity analysis by the changes were the production cost increase of 6.51%, production quantity decrease of 6.74% and the production price decrease of 18.85% showed that value of NPV, IRR, dan Net B/C was sensitive, but the value of Gross B/C and Payback Period was not sensitive. There were two marketing chain in South Lampung Regency, the market structure was oligopsoni market with the distribution of ratio profit margin (RPM) was uneven.

Key words: cocoa, economic, feasible, marketing

## **ABSTRAK**

### **ANALISIS KELAYAKAN EKONOMI DAN PEMASARAN KAKAO DI KABUPATEN LAMPUNG SELATAN**

**Oleh**

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Penelitian ini bertujuan untuk menganalisis kelayakan ekonomi dan pemasaran kakao. Penelitian dilaksanakan di dua sentra produksi kakao di Kabupaten Lampung Selatan, yaitu Kecamatan Merbau Mataram dan Kecamatan Way Panji. Penelitian ini menggunakan metode survei. Tujuan pertama dianalisis menggunakan kriteria kelayakan investasi dan sensitivitas. Tujuan kedua dianalisis menggunakan saluran pemasaran, struktur pasar, margin pemasaran, dan elastisitas transmisi harga (ET). Hasil penelitian menunjukkan bahwa pada tingkat suku bunga 16,31% per tahun, usahatani kakao di Kabupaten Lampung Selatan secara ekonomi menguntungkan dan layak untuk dikembangkan, dengan nilai NPV Rp 55.259.685,25, IRR 45,71%, *Net B/C* 4,03, *Gross B/C* 1,86, dan *Payback period* 5,70 tahun. Analisis sensitivitas pada perubahan peningkatan biaya produksi sebesar 6,51%, penurunan harga jual sebesar 18,85% dan penurunan produksi sebesar 6,74% menunjukkan bahwa nilai NPV, IRR, dan *Net B/C* sensitif, sedangkan nilai *Gross B/C* dan *Payback Period* tidak sensitif. Terdapat 2 saluran pemasaran kakao di Kabupaten Lampung Selatan dan struktur pasarnya di tingkat petani adalah oligopsoni dengan distribusi *ratio profit margin* (RPM) yang tidak merata serta nilai ET lebih besar dari 1.

Kata kunci : kakao, ekonomi, kelayakan, pemasaran