

ABSTRACT

FINANCIAL FEASIBILITY ANALYSIS AND BUSINESS DEVELOPMENT PROSPECT OF PEPPER BREEDING IN SUKADANA BARU VILLAGE MARGA TIGA DISTRICT EAST LAMPUNG REGENCY

By

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This research aims to analyze (1) financial feasibility of pepper breeding business, (2) feasibility sensitivity, and (3) business development prospect seen from financial, market, legal, social, and environmental aspects. For that purposes, the research is conducted in Sukadana Baru Village, Marga Tiga District, East Lampung Regency. In this research, the respondents are six pepper breeding farmers. Then, the data are collected from March to April 2017. Note that the used research method is the case study where the qualitative and quantitative analyses are utilized as the data analysis tools. Particularly, the qualitative analysis is utilized to analyze the financial feasibility Internal Rate of Return (IRR), Net Present Value (NPV), Payback Period (PP), Gross Benefit Cost Ratio (Gross B/C), and Net Benefit Cost Ratio (Net B/C). While, the qualitative analysis is used to analyze the prospect of business development from market, technical, legal, social, and environmental aspects. Hence, the results show that (1) the pepper breeding business in Sukadana Baru Village, Marga Tiga District, East Lampung Regency is financially feasible to be expanded, (2) the sensitivity analysis shows that this business is still feasible and profitable toward the decreasing production and selling price of pepper breed as well as the increasing of cost of manure and NPK, and (3) the pepper breeding business is studied from financial, market, technical, social, and environmental aspects is prospectively sufficient to be expanded while seen from legal aspect point of view, this business has not yet been conducted.

Keyword : feasibility, financial, pepper breeding, prospect, sensitivity.

ABSTRAK

ANALISIS KELAYAK FINANSIAL DAN PROSPEK PENGEMBANGAN USAHA PEMBIBITAN LADA DI DESA SUKADANA BARU KECAMATAN MARGA TIGA KABUPATEN LAMPUNG TIMUR

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Penelitian ini bertujuan untuk menganalisis (1) kelayakan finansial usaha pembibitan lada, (2) sensitivitas kelayakan, dan (3) prospek pengembangan usaha dilihat dari aspek keuangan, aspek pasar, aspek teknis, aspek hukum, aspek sosial, dan aspek lingkungan. Lokasi penelitian dilakukan di Desa Sukadana Baru Kecamatan Marga Tiga Kabupaten Lampung Timur. Responden pada penelitian ini adalah 6 orang petani pembibitan lada. Pengumpulan data dilakukan pada bulan Maret-April 2017. Metode penelitian menggunakan metode studi kasus dengan analisis data menggunakan analisis kuantitatif dan kualitatif. Analisis kuantitatif menganalisis kelayakan finansial *Internal Rate of Return* (IRR), *Net Present Value* (NPV), *Payback Periode* (PP), *Gross Benefit Cost Ratio* (Gross B/C), dan *Net Benefit Cost Ratio* (Net B/C). Analisis kualitatif digunakan untuk mengetahui prospek pengembangan usaha dilihat dari aspek pasar, aspek teknis, aspek hukum, aspek sosial, dan aspek lingkungan. Hasil penelitian menunjukkan bahwa (1) usaha pembibitan lada di Desa Sukadana Baru Kecamatan Marga Tiga Kabupaten Lampung Timur ditinjau dari aspek finansial layak untuk dikembangkan, (2) analisis sensitivitas menunjukkan usaha masih layak dan menguntungkan terhadap perubahan penurunan produksi bibit lada, penurunan harga bibit lada, peningkatan biaya pupuk kandang dan NPK, dan (3) usaha pembibitan lada di Desa Sukadana Baru Kecamatan Marga Tiga Kabupaten Lampung Timur dikaji dari aspek keuangan, aspek pasar, aspek teknis, aspek sosial, dan aspek lingkungan cukup prospektif untuk dikembangkan, sedangkan ditinjau dari aspek hukum usaha ini belum dilakukan.

Kata kunci : finansial, kelayakan, pembibitan lada, prospek, sensitivitas.