

## ABSTRACT

### FINANCIAL AND MARKETING ANALISIS OF DRAGON FRUIT (*Hylocereus sp*) MARKETING IN SERAGI DISTRICT, SOUTH LAMPUNG REGENCY.

By

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The research aims to understand (1) financial liability and (2) marketing efficiency of Dragon Fruit (*Hylocereus sp*) in Seragi District, South Lampung Regency. The numbers of respondents from farmer's category are 42 while those from trader's category are two persons (a wholesaler and a retailer). Data analysis method used in financial analysis are NPV, IRR, B/C ratio, Net B/C and PP (pay back period) while marketing trend is analyzed by using S-C-P (Structure, market conduct, performance) model. The results are associated with indicators such as marketing channel, marketing conduct, profit margin ratio, price correlation and price transmission elasticity. The results show that dragon fruit agribusiness in the research area are : (1) Financially profitable and liable to run in return rate of 24. Moreover, it reveals NPV value ( Rp 487.340.202), Gross B/C ratio (5,54), Net B/C ratio (4,86); IRR (71%); dan *Payback periode* (2,30 tahun years, which is shorter than project economic year; 15 years). Sensitivity analysis shows that NPV, Gross B/C, Net B/C, IRR and PP are not sensitive on private input price at 30%, on the decrease of the fruit at 27%, and the decrease of production at 30%. (2) Dragon fruit marketing in the research area has not obtained efficient level due to oligopsonic market structure and price dependency on traders hand forcing farmers taking passive position in price decision. Meanwhile, there exists 3 marketing channels without any balance of both margin distribution and RPM.

Keywords : dragon fruit, marketing, financial, sensitivity.