

## **ABSTRACT**

### **FINANCIAL FEASIBILITY ANALYSIS AND THE DEVELOPMENT STRATEGY OF NUTMEG PROVINCE LAMPUNG**

**by**

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This study aims to (1) determine the financial feasibility of nutmeg farming, and (2) examine the strategy of developing nutmeg farming in Lampung Province. This research was conducted in Pesawaran District and Tanggamus Regency as centers in Lampung Province. The selection of research locations was determined intentionally (purposive sampling) with the consideration that the area is one of the nutmeg production centers. The sample for financial feasibility in this study were 10 nutmeg monoculture farmers, while the respondents in the development strategy were 5 people (Academics, Plantation Offices of Lampung Province and Regency and nutmeg farmers. Analysis carried out using financial feasibility, SWOT Matrix, and QSPM Matrix. Results Research shows that: (1) Nutmeg farming in Lampung Province is feasible to be cultivated based on the criteria of NPV, IRR, Gross B / C, Net B / C, and PP, in the event of an increase in production costs of 4.45 percent and a decrease in production of 23 percent is still feasible According to farmers' perceptions of nutmeg farming in Lampung Province financially feasible, (2) The strategy of developing nutmeg in Lampung Province is by: a) increasing nutmeg production by optimizing land resources so as to increase production by optimizing land resources; b) produce quality skills of nutmeg farmers in managing nutmeg processing so that it has an impact on increasing the income of nutmeg farmers; and c) utilizing the production of nutmeg plants as a provider of the main raw material for the plantation industry in Lampung Province which is able to increase the competitiveness of Lampung nutmeg to nutmeg products in other regions

**Keywords:** Development strategy, financial feasibility, and nutmeg farming