

ABSTRACT

FINANCIAL AND NON-FINANCIAL FEASIBILITY ANALYSIS OF COCOA PLANTATION DEVELOPMENT IN BULOK DISTRICT TANGGAMUS REGENCY

By

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This study aims to analyze the financial and non-financial feasibility of developing smallholder cocoa plantations and their sensitivity to various changes. This study was conducted in Sukaagung and Napal Villages, Bulok District, Tanggamus Regency, Lampung Province in January - February 2025 with a sample of 50 cocoa farmers. The data used are primary and secondary data. The data analysis method used is financial feasibility analysis by calculating investment criteria including Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit Cost Ratio (Net B/C), Gross Benefit Cost Ratio (Gross B/C), Payback Period (PP), and for non-financial analysis using descriptive analysis by analyzing technical aspects, economic and market aspects, social techniques, and environmental techniques. The results of the study indicate that smallholder cocoa plantations are profitable and feasible to develop. Based on the results of the sensitivity analysis, changes in cocoa production costs increased by 5.95 percent, cocoa production decreased by 18.62 percent, and cocoa selling prices decreased by 41.11 percent, smallholder cocoa plantations are still financially viable. From a non-financial perspective, considering technical, economic and market, social, and environmental aspects, smallholder cocoa plantations are highly feasible to operate and develop.

Keywords: financial feasibility, cocoa, non-financial

ABSTRAK

ANALISIS KELAYAKAN FINANSIAL DAN NON FINANSIAL PENGEMBANGAN PERKEBUNAN KAKAO RAKYAT DI KECAMATAN BULOK KABUPATEN TANGGAMUS

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Penelitian ini bertujuan untuk menganalisis kelayakan finansial dan nonfinansial pengembangan perkebunan kakao rakyat dan sensitivitas terhadap berbagai perubahan. Penelitian ini dilaksanakan di Pekon Sukaagung dan Pekon Napal Kecamatan Bulok, Kabupaten Tanggamus, Provinsi Lampung pada bulan Januari – Februari 2025 dengan sampel sebanyak 50 petani kakao. Data yang digunakan adalah data primer dan sekunder. Metode analisis data yang digunakan adalah analisis kelayakan finansial dengan menghitung kriteria investasi antara lain *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Net Benefit Cost Ratio* (Net B/C), *Gross Benefit Cost Ratio* (Gross B/C), *Payback Period* (PP), dan untuk analisis nonfinansial menggunakan analisis deskriptif dengan menganalisis aspek teknik, aspek ekonomi dan pasar, aspek sosial, dan teknis lingkungan. Hasil penelitian menunjukkan bahwa perkebunan kakao rakyat menguntungkan dan layak untuk dikembangkan. Berdasarkan hasil analisis sensitivitas, perubahan biaya produksi kakao naik 5,95 persen, produksi kakao turun 18,62 persen, dan harga jual kakao turun 41,11 persen, perkebunan kakao rakyat masih layak secara finansial. Secara nonfinansial ditinjau dari aspek teknis, aspek ekonomi dan pasar, aspek sosial, dan aspek lingkungan, perkebunan kakao rakyat sangat layak untuk dijalankan dan dikembangkan.

Kata kunci : kelayakan finansial, kakao, nonfinansial