

ABSTRACT

FINANCIAL FEASIBILITY ANALYSIS OF PORANG FARMING IN HANURA VILLAGE TELUK PANDAN SUB DISTRICT PESAWARAN DISTRICT

By

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The research aims were to analyze the financial feasibility of porang farming and to know the sensitivity of porang farming. The research location was chosen purposively in Hanura Village, Teluk Pandan District, Pesawaran District. Sampling was done by using the census method. Data collection was carried out from November to December 2020. The first objective was analyzed by using financial feasibility analysis and the second objective by using sensitivity analysis. The feasibility analysis used were Net Present Value (NPV), Gross B / C, Net B / C, Internal Rate of Return (IRR), Payback Period (PP). The results showed (1) porang farming was feasible to cultivate and profitable to develop, (2) porang farming was sensitive to changes in the increase and decrease in selling prices but insensitive to changes in decreases and increases in seed costs.

Key words : financial feasibility, porang, sensitivity.

ABSTRAK

ANALISIS KELAYAKAN FINANSIAL USAHATANI PORANG DI DESA HANURA KECAMATAN TELUK PANDAN KABUPATEN PESAWARAN

Oleh

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Penelitian bertujuan untuk menganalisis kelayakan finansial uasahatani porang dan mengetahui sensitivitas usahatani porang. Lokasi penelitian dipilih secara sengaja (*purposive*) di Desa Hanura Kecamatan Teluk Pandan Kabupaten Pesawaran. Pengambilan sampel dilakukan dengan motode sensus. Pengumpulan data dilaksanakan pada bulan November hingga Desember 2020. Menjawab tujuan pertama menggunakan analisis kelayakan finansial dan menjawab tujuan kedua menggunakan analisis sensitivitas. Analisis kelayakan yang digunakan adalah *Net Present Value* (NPV), *Gross B/C*, *Net B/C*, *Internal Rate of Return* (IRR), *Payback Period* (PP). Hasil penelitian menunjukkan (1) usahatani porang layak untuk diusahakan dan menguntungkan, (2) usahatani porang sensitif terhadap perubahan kenaikan dan penurunan harga jual tetapi tidak sensitif terhadap perubahan penurunan dan kenaikan biaya bibit.

Kata kunci : kelayakan finansial, porang, sensitivitas.