

## ABSTRAK

Penelitian ini bertujuan untuk mengkaji kelayakan usaha agribisnis pisang Mas Kirana secara finansial ditinjau dari skala usaha, membandingkan tingkat keuntungan agribisnis pisang Mas Kirana berdasarkan skala usaha dan mengidentifikasi sensitivitas agribisnis pisang Mas Kirana terhadap perubahan harga input dan output yang terjadi.

Lokasi Penelitian dilakukan di Kecamatan Senduro Kabupaten Lumajang. Metode yang digunakan dalam penelitian ini adalah metode deskriptif, komparatif dan evaluatif. Metode analisis data yang digunakan adalah NPV (*Net Present Value*), IRR (*Internal Rate of Return*), Gross B/C, Net B/C, PP (*Payback Period*).

Agribisnis skala besar sebelum pengembangan usaha tidak layak untuk diusahakan dengan NPV -Rp3.830.186, Gross B/C (=0,98); Net B/C (=0,95); IRR (=15,12%); PP 4 tahun 10 bulan, setelah melakukan pengembangan usaha agribisnis skala besar layak untuk diusahakan dengan NPV (=Rp36.141.877); Gross B/C (=1,08); Net B/C (=1,24); IRR (=21,77%); PP 2 tahun 5 bulan. Agribisnis skala menengah sebelum pengembangan usaha tidak layak untuk diusahakan dengan nilai NPV sebesar -Rp2.655.222, Gross B/C (=0,98); Net B/C (=0,94); IRR (=11,69%); PP 3 tahun 11 bulan, setelah pengembangan usaha agribisnis skala menengah layak untuk diusahakan dengan NPV (=Rp17.792.733); Gross B/C (=1,07); Net B/C (=1,19); IRR (=19,43%); PP 2 tahun 7 bulan. Agribisnis skala kecil layak diusahakan dengan nilai NPV Rp991.011; Gross B/C (=1,05); Net B/C (=1,13); IRR (=16,314%); PP 3 tahun 11 bulan. (2) Ada perbedaan tingkat keuntungan antara agribisnis pisang Mas Kirana berdasarkan skala usaha. (3) Investasi Agribisnis pisang Mas Kirana berdasarkan skala usaha sensitif terhadap perubahan input dan output yang terjadi.

Kata kunci: finansial, kelayakan, sensitivitas, pisang mas kirana.

## ABSTRACT

The purposes of this research were to study the feasibility business of Mas Kirana banana agribusiness financially according to the business scale, to compare the profit rate of Mas Kirana banana agribusiness according to the business scale, and to identify the sensitivity of Mas Kirana banana agribusiness towards the existence of input and output price changes.

The research was held in Senduro Sub-district of Lumajang. The research methods were descriptive, comparative and evaluative methods. The data analysis methods used in this research were the analysis of NPV investment criteria (*Net Present Value*), IRR (*Internal Rate of Return*), Gross B/C, Net B/C, PP (*Payback Period*).

The large scale agribusiness was not feasible to run before business development which were NPV in amount of -Rp 3.845.672, Gross B/C (=0,98); Net B/C (0,95); IRR (=15,118%); Payback Period of 4 years 10 months. The large scale agribusiness was feasible to run after business developments which were NPV in amount of (=Rp36.105.983); Gross B/C (=1,08); Net B/C (=1,24); IRR (=21,763%); *Payback Period* of 2 years 5 months. The medium scale agribusiness was not feasible to run before business development which were NPV in amount of -Rp 2.655.222, Gross B/C (=0,98); Net B/C (0,94); IRR (=11,69%); Payback Period 3 years 11 months. The Medium scale agribusiness was feasible to run after business developments which were NPV in amount of (=Rp17.792.733); Gross B/C (=1,07); Net B/C (=1,19); IRR (=19,43%); *Payback Period* 2 years 7 months. The small scale agribusiness was feasible to run which were NPV in amount of (Rp 991.011); Gross B/C (=1,05); Net B/C (=1,13); IRR (=16,314%); *Payback Period* 3 years 11 months. There were the profit rate distinctions of Mas Kirana banana agribusiness according to the business scale. The investment of Mas Kirana banana agribusiness according to the business scale was sensitive towards the existence of input and output price changes.

Keywords: Financial, Feasibility, Sensitivity, Mas Kirana Banana.