

## ABSTRACT

**SUMANTRI. A. 1510626.** An Investment Feasibility Study on Robusta Coffee (*Coffea canephora*) Farming Business in Babakan Madang District Bogor Regency. Under immediate supervision of Himmatul Miftah and Arti Yoesdiarti.

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This study was aimed at assessing the performance, feasibility, and sensitivity of robusta coffee farming business. Thirty-four sample farmers were taken by using a stratified judgment sampling method. Data were subjected to descriptive and quantitative analyzes. Results of business performance assessment showed that the plantation area used in robusta coffee farming business in Babakan Madang was owned by Perhutani, the initial capital was the company's own capital, the main marketing chain was from farmers to collecting traders, price was determined by collecting traders, payment was done in a direct payment system, and the institution in which farmers joined was Putra Harapan II Farmer Group. Results of the non-financial feasibility study showed that this farming business was feasible. This was reflected from the evaluation percentages of answers to questions 4, 5, and 6 which were bigger than those to questions 1, 2, and 3, including 78, 92.7, 91, 99.1, and 80.3% for market, technical, socioeconomic, legal, environmental impact aspects. Analyzes on financial aspect were divided into 2 levels including farming and processing. NPV, IRR, PI, and DPP components were used in investment feasibility measurement. Results showed that the investments in scale I with average area coverage of 0.3 hectares, scale II with average area coverage of 1 hectare, and scale III with average area coverage of 2.2 hectares were feasible. Results of the sensitivity analysis showed that with production reduction, price drop, and harvest and transport wage increase, the business was still feasible to run with the highest sensitivity value found in scale III of processing level.

Key words: *NPV, IRR, PI, DPP, Sensitivity*

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## ABSTRAK

**SUMANTRI. A. 1510626.** Studi Kelayakan Investasi Kopi Robusta (*Coffea canephora*) di Kecamatan Babakan Madang Kabupaten Bogor. Di bawah bimbingan Himmatul Miftah dan Arti Yoesdiarti.

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Penelitian ini bertujuan untuk mengetahui keragaan, kelayakan, dan sensitivitas usaha perkebunan kopi robusta. Metode penentuan sampel menggunakan *stratified judgement sampling*. Jumlah petani sampel yang digunakan yaitu sebanyak 34 orang. Data dianalisis secara deskriptif dan kuantitatif. Hasil penelitian menunjukkan bahwa keragaan usaha perkebunan kopi robusta di Kecamatan Babakan Madang adalah : lahan yang dikelola milik Perhutani, modal awal yang digunakan keseluruhan modal sendiri, rantai pemasaran sebagian besar yaitu dari petani ke pedagang pengumpul, penentuan harga yaitu oleh pedagang pengumpul, proses pembayaran dilakukan secara langsung, kelembagaan yang diikuti petani yaitu Kelompok Tani Putra Harapan II. Hasil Analisis kelayakan aspek non finansial dinyatakan layak dengan persentase evaluasi jawaban 4,5, dan 6 lebih besar dari pada jawaban 1,2 dan 3 yaitu aspek pasar sebesar 78%, aspek teknis sebesar 92,7%, aspek sosial ekonomi sebesar 91%, aspek hukum sebesar 99,1%, dan aspek dampak lingkungan sebesar 80,3%. Analisis aspek finansial dibagi menjadi 2 bagian yaitu tingkat budidaya dan tingkat pengolahan. Komponen ukuran kelayakan investasi yang digunakan yaitu NPV, IRR, PI, dan DPP. Dari hasil yang diperoleh pada skala I dengan luas lahan rata-rata 0,3 ha, skala II dengan luas lahan rata-rata 1 ha, dan skala III dengan luas lahan rata-rata 2,2 ha dinyatakan layak. Hasil analisis sensitivitas menunjukkan bahwa penurunan produksi, penurunan harga, serta kenaikan upah panen dan pengangkutan masih layak untuk dijalankan dengan nilai sensitivitas tertinggi pada skala III tingkat pengolahan.

Kata Kunci : NPV, IRR, PI, DPP, Sensitivitas

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