

*Feasibility of Natural Rubber Seeding Agribusiness in Nibung Subdistrict, North Musi Rawas Regency South Sumatera*

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**ABSTRACT**

*This research entitled “Feasibility of Natural Rubber Seeding Agribusiness in Nibung Subdistrict, North Musi Rawas Regency South Sumatera” With the aim to know cost, income, revenue, profit and feasibility of Natural Rubber Seeding Agribusiness. In deciding the location by using purposive technique, meanwhile sampling method using census method. The data was taken along production process in one year period of 2017. The analysis show that Natural Rubber Seeding Agribusiness in Nibung Subdistrict, North Musi Rawas Regency South Sumatera divided into three types of production group <1000, group 1001-1500 and group >1500, the biggest production cost around Rp 16.062.543 is group > 1500. The biggest revenue from natural rubber seeding agribusiness is group >1500 Rp 19.290.000. The biggest income from natural rubber seeding agribusiness is group > 1500 around Rp 8.222.138. The biggest profit in natural rubber seeding is group >1500 Rp 3.225.507. Natural rubber seeding agribusiness in Nibung Subdistrict, North Musi Rawas Regency is group >1500 is 1,20. Capital productivity of three natural rubber seeding business more than interest loan is 9%. The biggest capital productivity is group 1001-1500 with 43%. Labor productivity is Rp 50.000, higher than salary of local labor. Biggest labor productivity is group >1500 is Rp 93. 535. Land productivity of these three groups have higher cost than land loan of Nibung Subdistrict Muratara Regency Rp 100/m<sup>2</sup>. The biggest land productivity is group >1500, is Rp 4.413.-*

*Keyword : Feasibility, Nurseries, Rubber*