

Feasibility Analysis Of Dragon Fruit Farming In Tambakrejo Village Muncar District Banguwangi District

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ABSTRACT

Tambakrejo village is a village that is currently one of the largest producers of dragon fruit in Banyuwangi, because for the last 4 years the people of Tambakrejo village planted dragon fruit on a large scale. This study aims to determine the cost and benefits of dragon fruit farming, knowing the feasibility of dragon fruit farming in tambakrejo village. This research was conducted in Tambakrejo Village, Muncar Sub-district, Banyuwangi District. Location determination was done purposively. The collection of respondents was done by using purposive sampling method in Tambakrejo Village and obtained by 25 farmer respondents based on plant age owned by farmers. Primary data were obtained by interviewing farmers using questionnaires. After obtained the data then analyzed using annual descriptive analysis. feasibility analysis of dragon fruit farming using Net present value (NPV), Net benefit cost ratio (Net B / C), internal rate of return (IRR), and Payback periode. The results showed, total cost incurred for the process of dragon fruit cultivation for 4 years amounted to Rp. 48.190.678, - with benefit Rp.83.582.500, -. Net present value with interest rate of 5% obtained NPV of Rp. 18.856.627, -, it indicates that dragon fruit farming is beneficial because NPV value is greater than 0 so that dragon fruit farm is feasible to be developed, and Net B / C value equal to 2,36% this indicates that dragon fruit farming feasible to be developed because bigger than 1. Internal Rate Of Return (IRR) bigger than prevailing interest rate that is 19,07% bigger than 5% so dragon fruit cultivation feasible to be developed. Calculation of payback period dragon fruit farming system can return investment capital in quarterly to 4,8 and if rounded to 1 year 8 months.

Keywords: *Dragon Fruit, Farming, Feasibility*