

**ANALYSIS OF FEASIBILITY OF CARICA SMEs AS A SUPERIOR
PRODUCT OF OVOP PROGRAM IN SUB-DISTRICT WONOSOBO,
WONOSOBO REGENCY**

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ABSTRACT

Carica is a typical fruit of Dieng plateau, Carica cannot be consumed directly, there needs processing to enjoy Carica. In dry season the price of Carica increases because scarcity. This research aims to determine the total costs, revenues, income, profits and feasibility in terms of R/C, capital productivity and labor productivity from SMEs Carica OVOP program in Wonosobo. Survey method research is conducted by interview and observation methods. The number of samples taken were 30 respondents of SMEs actors in the OVOP program. The results and analysis show that the total cost in one production amounted to Rp 3.497.737, revenue from the production of SMEs Carica was Rp 6.130.000, revenue was Rp 2.654.969 and profits were Rp 2.632.263. SMEs Carica OVOP program is feasible to measure R/C, R/C value $1.75 >$ of 1, capital productivity value of $0,774\% >$ of bank savings interest.

Keywords: Carica, Carica SMEs, OVOP and feasibility