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ABSTRACT

THE ANALYSIS OF INVESTMENT FEASIBILITY OF JELUTONG PLANTATION PROJECT IN PALANGKARAYA CENTRAL KALIMANTAN

MONIKA

The objective of the research is to study the investment feasibility of jelutong plantation in Palangkaraya. In detail, the aims of this study are to study the potential aspect of jelutong's market, to find out the technical feasibility of jelutong including the factors that confirmed it productivity, also to analyze the financial feasibility and investment fund requirement for jelutong plantation development. This study also studying the jelutong plantation development considering institutional aspect. This study used descriptive methode along case study. The implements that used are; Net Present Value (NPV), Internal Rate Return (IRR) and Benefit-Cost Ratio (BCR), continued with sensitive analysis. The result showed that market prospect of jelutong's resin is excellent, that technically this project is feasible with NPV Rp. 1,351,751,870,000, IRR 69.05% and BCR 1.29. These facts show that investment of jelutong plantation project in Palangkaraya is feasible. Although sensitive analysis performed decreasing of price and production, and increasing of operational cost, however they do not affected feasibility of the project.



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