

## ABSTRACT

### FINANCIAL FEASIBILITY OF GUAVA FARMING

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The purpose of the study was to determine the financial feasibility of guava farming. The research was conducted in May 2019 – June 2021. The method in this research is case study, the method of sampling used in this study is purposive sampling in 5 guava farmer in Margajaya Village, Mangunreja subdistrict, Tasikmalaya district. The data used in this study from primary and secondary data. The financial feasibility analysis carried out resulted in a Net Present Value of Rp 93.580.526, Net Benefit/Cost of 9,10, Internal Rate of Return of 51,84 percent and a Payback Period of 3 years 8 month at an interest rate 12 percent. The result showed that guava farming in Margajaya village, Mangunreja Subdistrict, Tasikmalaya Regency was feasible to cultivate or continued.

Keywords : Guava, Financial Feasibility, Payback Period.