

ABSTRACT

FEASIBILITY OF AGROINDUSTRY BUSINESS WITH BANANA RAW MATERIAL (Case Study in Ciampanan Village, Cineam District, Tasikmalaya Regency)

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This study aims to determine the total costs incurred, revenue and income obtained as well as the location of the agro-industry business made from bananas. The research method used is a case study method on an agro-industry made from bananas located in Kertaharja Village Rt 09 Rw 03 Ciampanan Village, Cineam District, Tasikmalaya Regency. Data were obtained by means of direct observation and interviews with selected respondents, namely business owners. The results showed that the total cost incurred by agroindustry made from bananas for one production process was Rp. 2.837.365,00. Receipt of Rp. 3.550.000,00 and an income of Rp. 712.635,00. The R/C value obtained is 1.3. Thus it can be said that the agro-industry business made from bananas is profitable and feasible to cultivate.

Keywords : Agroindustry, Banana, Cost, Revenue, Income, Feasibility