

ABSTRACT

The aim of the reasearch is to analyze the feasibility of investment and describe the feasibility condition when cost and benefit level are changed also to know chanel and margin of marketing of Salak Nglumut as one of premium fruits that got the priority in Horticultural Development Program.

The research location was in Desa Banyuadem and Desa Kaliurang Kecamatan Srumbung Kabupaten Magelang because they got grant in aid from IHDUA IP 477. Both of them are the areas that get priority to develop their comodity and also succeed in growing Salak Nglumut. Data were used in this research are primary data and secondary data. Analysis method is financial analysis that are consisted of analysis of feasibility investment and analysis of sesitivity.

This research is comparing traditional farm management doing by farmer and modern farm management by using pump and irrigation.

Based on analysis of financial feasibility showed that investment is feasible to do. The calculation of financial analysis to management of salak is that *Net Present Value* (NPV) about Rp.11.169.613, *Net Benefit Cost Ratio* (Net B/C) about 1,96 and *Internal Rate of Return* (IRR) about 16,80%.

The calculation of sensitivity analysis found that farm management isn't feasible to do when there is a production decline about 20 % either in stability of input price condition or those increase about 15 % and 21 %, in stable output price condition or those increase about 21% and in level of disconto increase about 24%. Farm management is not feasible either when production is stable but output price decline about 21% and for all condition when disconto level in 24%. Farm management is feasible in which the fruit production decline is not more than 2 % and generate seed about 2 pieces per year. Other condition requirement are minimal output price decline 15 % and disconto level is about 17%.

Finally, farm management of Salak Nglumut is very sensitive toward fluctuation of production, price of output and level of disconto. Otherwise, it is relatively sensitive to input price.