



FINANCIAL FEASIBILITY ANALYSIS OF RHIZOSPHERE RESTORATION FOR STEVIA (*Stevia Rebausidiana Bertoni M*)

CULTIVATION AT SUGAR GROUP COMPANIES LAMPUNG

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ABSTRACT

The research objectives are to (i) analyze the effects of restoring the growth medium (rhizosphere) toward the production of stevia leaves and (ii) analyze the financial likelihood to restore the growth medium (rhizosphere). The data necessary to answer objective 1 and 2 was retrieved from field research utilizing plot research method along with Complete Randomized Group Design (CRD) comprised of 15 x 2 executions and 3 replications. The plot size used was 2m x 0,6m (1,2m²). Research shows that rhizosphere restoration is able to increase the production of dry stevia leaves. Rhizosphere restoration is also financially likely, however is still sensitive toward changes of benefit and cost. This research suggests that the increase of dry stevia leaf production should be increased even higher. Financial likelihood analysis of rhizosphere restoration shows that B/C ratio is greater than one, NPV is greater than zero, IRR is quite large at 20%, Unit BEP and Price BEP was exceeded, showing that rhizosphere restoration is financially beneficial. However, rhizosphere restoration efforts are still sensitive toward benefit and cost changes

Key words: rhizosphere, restoration, B/C ratio, NPV, IRR, BEP



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ANALISIS KELAYAKAN FINANSIAL PERBAIKAN RIZOSFIR UNTUK BUDIDAYA STEVIA (*Stevia rebausidiana Bertoni M*) DI SUGAR GROUP COMPANIES LAMPUNG

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh perbaikan media tumbuh (rizosfir) terhadap produksi daun stevia dan kelayakan finansial usaha perbaikan media tumbuh. Data yang diperlukan untuk menjawab tujuan di atas diambil dari penelitian lapangan Rancangan Kelompok Acak Lengkap (RAL) dengan 3 kali ulangan. Ukuran plot yang digunakan adalah 2 m x 0,6m (1,2 m²). Penelitian menunjukkan bahwa restorasi rhizosfer mampu meningkatkan produksi daun stevia kering. Upaya mengembalikan rhizosfer dapat meningkatkan produksi daun stevia kering. Hasil analisis kelayakan finansial menunjukkan bahwa NPV lebih besar nol, B/C ratio lebih besar satu, IRR 20%, BEP unit dan BEP harga terlampaui menunjukkan bahwa usaha perbaikan rizosfir layak untuk dilaksanakan. Namun demikian usaha ini sensitive terhadap perubahan manfaat dan biaya. Penelitian ini menyarankan untuk meningkatkan produksi daun stevia lebih tinggi lagi.

Kata kunci: rizosfir, produksi, kelayakan finansial.