

***THE FEASIBILITY ANALYSIS OF NATA DE COCO HOME INDUSTRY IN  
BANTUL REGENCY***

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***Abstract***

*This research aims to know the cost, profit, feasibility and business constraints of nata de coco home industry in Bantul Regency. The research location method is purposif method. The respondent in this research decided by using census method and having 11 respondents. The data that used are primary and secondary data. The data collecting technique is observation and interview. To know the cost, profit and feasibility uses quantitative data analysis, whereas to know the constraints use qualitative analysis. The analysis result show that nata de coco home industry needs Rp6.235.092,88 monthly for the cost and the profit gotten is Rp4.652.776. based on the analysis result of the feasible show that nata de coco home industry in Bantul regency is feasible to develop because the trade has employees' productivity value amount of is Rp173.039/HKO are bigger than the fee that valid in the research place that are Rp32.272,73/HKO, the capital productivity is 216,22% monthly that is bigger than interest rate on loans value of BRI 0,75% monthly, and RC ratio are 1,29 bigger than 1. In addition, the constraint that faced by respondent of nata de coco home industry divided into 3 constraints that are price constraint, the increase in price of raw materials is erratic, place production constraint that still traditional, narrow and waste that distrubed the society in arround the production because nata de coco has sting smell.*

*Key words : Home Industry, Nata De Coco, and Feasibility*