

INTISARI

KELAYAKAN USAHA BUAH PISANG CAVENDISH DI PERUSAHAAN GREAT GIANT FOODS PG 3 KECAMATAN TERUSAN NUNYAI KABUPATEN LAMPUNG TENGAH. 2018. Penelitian ini bertujuan untuk menganalisis biaya, penerimaan, keuntungan dan kelayakan usaha buah Pisang *Cavendish* di Perusahaan Great Giant Foods PG 3 Kecamatan Terusan Nunyai Kabupaten Lampung Tengah. Penentuan lokasi dalam penelitian ini dilakukan secara sengaja (*purposive*). Pengambilan data menggunakan metode *Snowball Sampling* yaitu dipilih beberapa pekerja, jika data yang dibutuhkan belum cukup maka peneliti mencari sumber lain. Analisis yang digunakan yaitu *Revenue Cost Ratio (R/C)* atau *Benefit Cost Rasio (B/C)*. Usaha buah Pisang *Cavendish* di Perusahaan Great Giant Foods PG 3 diperoleh dalam satu periode penanaman dengan adanya perlakuan *DDF* dan *Insert*. *DDF* adalah kegiatan perawatan buah pisang dengan cara membuang buah-buah yang cacat, membuang bunga plasenta pada ujung buah serta membuang penghalang pertumbuhan buah, sedangkan *Insert* adalah kegiatan pemasangan *foam* antara buah atas dan buah bawah agar buah pisang tidak menjadi cacat. Hasil penelitian menunjukkan bahwa biaya Usaha Buah Pisang *Cavendish* dengan perlakuan *DDF* dan *Insert* yang dikeluarkan Perusahaan Great Giant Foods PG 3 selama satu periode sebesar Rp 2.236.867.725,00 penerimaan yang diperoleh selama satu periode sebesar Rp 5.681.625.000,00 dan keuntungan yang diperoleh selama satu periode sebesar Rp 3.444.757.275,00 berdasarkan hasil analisis kelayakan *revenue cost* sebesar 2,54 maka usaha yang dilakukan layak untuk dilanjutkan karena nilai R/C lebih dari 1,00. Nilai *benefit cost* sebesar 1,64 sehingga Rp 1,00 modal yang dikeluarkan maka akan mendapatkan hasil sebesar Rp 1,64, sehingga usaha Buah Pisang *Cavendish* dengan adanya perlakuan *DDF* dan *Insert* layak untuk diusahakan (dimanfaatkan).

Kata kunci : Pisang *Cavendish*, *DDF* dan *Insert*, Kelayakan.

ABSTRACT

CAVENDISH BANANA MERCHANTIBILITY IN PG 3 GREAT GIANT FOODS COMPANY IN TERUSAN NYUNYAI DISTRICT OF LAMPUNG REGENCY 2018.

This research aims to analyze the costs, revenues and profits of merchantibility cavendish banana in PG 3 Great Giant Foods Company in Terusan Nyunyai Sub-District of Lampung Regency. The determination of the research location was done deliberately (purposive). Data collection obtained in this research used Snowball Sampling method that selected some workers, if the data required is not enough yet then the researchers looking for other sources. The analysis used in this research is Revenue Cost Ratio (R/C) or Benefits Cost Ratio (B/C). The business of cavendish banana in PG 3 Great Giant Foods Company obtained in one period of planting with DDF and Insert treatment. DDF is banana treatment activities by removing the defective fruit, removing the placenta at the tip of the fruit and removed the barrier of bananas growth. Where as Insert is the activity of foam filling between the fennel of fruit and down of the fruit so the banana do not become damaged. The result showed that the cost of Cavendish Banana business with DDF and Insert treatment issued in PG 3 Great Giant Foods Company for one period amounted to Rp. 2.236.867.725,00, the revenues received during one period amounted to Rp. 5.681.625.000,00, and the profits gained during one period amounted to Rp. 3.444.757.275,00. Based on the result of analysis of merchantability of the revenue cost of 2.54 then the business performed feasible to continue, because the value R/C is more than 1.00. The cost value benefit amount 1,64, so Rp 1,00 capital issued it will get the results Rp. 1.64. Banana Cavendish business with DDF and Insert is feasible to be cultivated (utilized).

Keywords: Cavendish Banana, DDF and Insert, Merchantability.