

**STUDI KELAYAKAN USAHA PERKEBUNAN MANGGA ORGANIK DI  
CASTRO THOMAS FARM CAMILING, TARLAC,  
REPUBLIK FILIPINA**

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**ABSTRAK**

Penelitian ini bertujuan (1) untuk menganalisis karakteristik dari perkebunan mangga organik *Castro Thomas Farm*; (2) untuk menganalisis kelayakan investasi perkebunan mangga *Castro Thomas Farm* dari aspek finansial. Metode dasar yang digunakan dalam penelitian ini adalah metode penelitian deskriptif. Adapun metode pemilihan lokasi dengan metode *purposive*. Macam data yang digunakan adalah data primer dan data sekunder. Sumber data yang diperoleh dari beberapa laporan kelayakan investasi perkebunan mangga *Castro Thomas Farm* yang terkait penelitian dan wawancara beberapa pihak. Teknik pengumpulan data dengan cara pencatatan, wawancara, dan observasi. Teknik analisis data yang digunakan adalah *Net Present Value* (NPV), *Modified Internal Rate of Return* (MIRR), dan *Discounted Payback Period*. Hasil penelitian menyimpulkan bahwa (1) Berdasarkan hasil penelitian, *Castro Thomas Farm* adalah perkebunan yang memiliki karakteristik perkebunan organik. Kegiatan budidaya, hingga pemeliharaan dilakukan secara organik, tanpa ada bahan kimia.(2) Berdasarkan evaluasi dari analisis kelayakan finansial yang telah dilakukan terhadap investasi perkebunan mangga *Castro Thomas Farm* menunjukkan bahwa dengan discount factor yang digunakan yaitu 10% investasi perkebunan mangga *Castro Thomas Farm* dinyatakan layak secara finansial. Dilihat dari perolehan nilai NPV sebesar Rp 331.200.514,36 dengan nilai MIRR 14,8% dan nilai *Discounted Payback Period* 7,14 tahun.

*Kata Kunci: Kelayakan Finansial, Mangga Organik, Filipina.*

**FEASIBILITY STUDY OF ORGANIC MANGO PLANTATION BUSINESS  
AT CASTRO THOMAS FARM CAMILING, TARLAC,  
REPUBLIC OF PHILIPPINES**

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**ABSTRACT**

*This research aims (1) to analyze the characteristic of Castro Thomas Farm mango plantation business (2) to analyze the feasibility of organic mango plantation business of Castro Thomas Farm based on financial aspects. The basic method that used in this research is descriptive method. As the method of choosing the location is purposive. The types of the data are primary and secondary data. The sources of the data are taken from the project of Castro Thomas Farm mango plantation business by taking notes, interviews, and observations. The data is analyzed by using Net Present Value (NPV), Modified Internal Rate of Return (MIRR), and Discounted Payback Period formula. The conclusion of this research were (1) Based on the results of the study, Castro Thomas Farm was a plantation that had the characteristics of an organic plantation. Cultivation activities, and maintenance were carried out organically, without chemicals. (2) Based on the evaluation of the financial feasibility analysis the investment of Castro Thomas Farm mango plantation business from financial aspect was feasible based on the value of Net Present Value (NPV) in the amount of Rp 331.200.514,36, Modified Internal Rate of Return (MIRR) in the amount of 14,8%, and Discounted Payback Period as many as 7,14 year.*

*Keywords : Financial Feasibility, Philippine, Organic Mango.*

