

Wenky Hardefri, project evaluation of oil palm farmers in Lubuk Betung village, district Rokan IV Koto Rokan Hulu-Riau. supervised by wulandari dwi etika rini and agus santosa. This study to determine whether the oil palm plantation business people in the Lubuk Betung village, district Rokan IV Koto Rokan Hulu-Riau financially viable, where the palm of agriculture to provide benefits to farmers. This study used a survey method. Its location is Lubuk Betung village, district Rokan IV Koto Rokan Hulu-Riau. Lubuk Betung village including one of palm oil compared to most other woods village in district Rokan IV Koto Rokan Hulu-Riau. The technique used is the sampling technique to determine the farmers. To find out if farmers are able to obtain maximum profit, using financial analysis is NPV and IRR. Used to determine the return on investment payback period analysis. NPV results obtained from the farmers is Rp.36.043.179 and IRR is 17,05% from 30 palm oil farmers. From these results the farmers are able to benefit from oil palm agriculture so that oil palm plantations are feasible.

Keyword: investment, feasibility of business, financial analysis, cultivation of oil palm.