

## **ABSTRACT**

**PENI PUSPITASARI**, Financial Analysis Papaya Plantation Village People in Hamlet Karangnongko Karangnongko District of Mojosongo Boyolali Supervised by **VANDRIAS DEWANTORO** and **AGUS SANTOSA**. This study aims to analyze the feasibility of a papaya plantation people. The basic method used in this research is descriptive method. Method of determining the location and method of research used purposive sampling using simple random sampling method. Kinds of data used are primary data and secondary data. Sources of data obtained from Papaya Farmers, Books and Literature, and institutions involved in this research. Data collection techniques by observation, interview, and record keeping. To analyze the feasibility of papaya plantation people used profit rate. COC (Cost of Capital) As the Discount Rate To determine the acceptance or rejection of a proposed investment by comparing the rate of profit (rate of return) of the investment with the cost of capital. Papaya plantation business people in the hamlet village Karangnongko Karangnongko District of Mojosongo Boyolali worth the effort because it Based on the calculation of the profit rate (Pr) results obtained in the first year amounted to 25.95% and in the second year by 228.48% so the profit rate (Pr) in the first and second greater than the first year of COC and the second year of 8.3%.

Keywords: financial analysis, profit rate, COC, papaya