

ABSTRACT

ABDUL LATIF SUPRAPTO *The Analysis of Organic Zalacca Palm (Salak Pondoh) Farmer Business Finance of Kembang Mulyo Farmer Association in Kembang, Wonokerto, Turi. The Guide: Nanik Dara Senjawati and Vandrias Dewantoro* The research has aim to analysis the farmer business of organic Zalacca Palm that Kembang Mulyo Farmer Association develop. To analysis the worthiness of Farmer business of Organic Zalacca palm (Salak Pondoh) that Kembang Mulyo Farmer Association develop is reviewed from Net Present Value, Net B/C, and sensitivity analysis. The basic method of research is descriptive method. The implementation method uses survey and determining location method uses purposive method. The kinds of data are primary and secondary. The sources of data is from farmer, village head's office, district office, Agricultural Service Office, Farmer Association, literature books. The technique of data collection are interview, observe, and record. The result of research is the farmer business of organic Zalacca Palm (Salak Pondoh) from Kembang Mulyo Farmer Association is suitable to develop based on the value of NPV is positive about Rp. 325. 697,716, 61 and value of Net B/C is about 7, 11. So, in the other words it is suitable to be business because the value Net B/C greater than 1 for the sensitivity analysis of farmer business of organic Zalacca Palm (Salak Pondoh) in the Kembang Mulyo Farmer Association is not sensitive in the level of alteration of input cost about 20 % and the alteration of output is about 5 %, 10%, 15% . In the condition of I, II, III, and IV are suitable to develop and it are not sensitive to the alteration of labors cost and alteration of reception of seeds price and Zalacca Palm cost (Salak Pondoh).

Key words: *Financial Analysis , farming of zalacca palm*