

**FINANCIAL ANALYSIS AND SENSITIVITY OF RED CHILI PAPPER
BUSINESS WITH PARTNERSHIP PATTERN (CASE STUDY IN
CV MULTIAGRO AGRICULTURA, CANGKRING VILLAGE
JENGGAWAH DISTRICTS, JEMBER REGENCY)**

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ABSTRACT

The purpose of this study was to determine and analyze the feasibility of red chili papper business in the Cangkring Village, Jenggawah Districts, Jember Regency financially, and knowing business prospects when viewed from the factors of change, product selling prices and operational costs. This study took respondents directly that is, owner CV Multiagro Agricultura with a planting capacity of 20.000. Data collection in this study uses primary and secondary data sources, or by interviewing and viewing business data recap in several periods. The technique used to analyze the data in this study is Financial Analysis which includes : payback period, Break Event Point (BEP), net present value (NPV), net benefit cost ratio (Net B/C), internal rate of return (IRR), and Sensitivity Analysis with assumptions: 1) price of fertilizer, pesticides and seeds increased by 10%, 2) selling price of red chili peppers increased by 10%, 3) Price of fertilizer, pesticides, seeds and the selling price of red chili peppers increased by 10%. The results showed that the business was feasible to run and develop where the business is able to return the investment value with a time of 0994 years or 11 months 28 days, break event point is 4,043 years or 4 years 16 days, and the break event point of rupiah is Rp 881.773.205,-, net present value Rp. 156.402.341, - Net B / C 1,61, and IRR value 36,405. Sensitivity analysis is used to determine the sensitivity of the financial ability of the business to the assumptions of several changes. The results of the sensitivity analysis show that, in the condition of fertilizer prices, pesticides, seeds and selling price increased 10% showed that the business was feasible to run and develop

Keywords : Red Chili Papper, Financial Analysis, Sensitivity Analysis