

**PLANNING BUSINESS PLAN OF FINGER ROOT POWDER  
AGROINDUSTRY THROUGH APPROACH COOPERATIVE  
ENTREPRENEUR IN JEMBER REGENCY**

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**ABSTRACT**

*Finger root (*Bosenbergia rotunda*) is a medical plant that rhizome can be use as a spices and materials for herbal medicine. Finger root can easy to find in the garden or house yard as a intercrops. Finger root commodity has potential to be develop so has value added. The purpose of this research is develop a potential and business plan of finger root agroindustry through approach cooperative entrepreneur in Jember Regency. The data of this research is qualitative and quantitative that will be analysis use BMC, non financial analysis, and financial analysis. The business plan can increase added value of finger root and prosper for farmers, cooperative entrepreneur, village, and investor. Cooperative entrepreneur will do cooperative cooperation with biopharmaceutical plant farmer who are bound on the basis of cooperative membership with implement a cooperative principle and value. Cooperative entrepreneur as a activator in business that is not only focus on the success of the cooperative business but also on the success of member. The plan production capacity in the first year is 3.800 kg to be process into 3.648 kg of Finger root powder and in the second year is 42.240 kg to be process into 4.013 kg with price IDR 95.000. The business can be feasible because financial analysis show a NPV value is IDR 116.479.800, Gross B/C is 1,06, Net B/C is 1,59, IRR is 26%, PP is 1,14 years or 1 year 3 months 8 days, and RC is 1,88.*

**Keywords:** *Business plan, Finger root, Cooperative entrepreneur*