

**Analisis Kelayakan Finansial dan Non Finansial Usaha Agroindustri Tahu**  
**UD. Kaisar, Desa Kebon Agung, Kecamatan Sukodono, Kabupaten Lumajang**  
*(Financial and Non Financial Feasibility Analysis of Tofu Agroindustry Business UD. Kaisar, Kebon Agung Village, Sukodono District, Lumajang Regency)*

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**ABSTRACT**

*UD. Kaisar in one of the tofu industries that uses soybean as the material. Soybean price increased that occurred in 2018 involved the business interruption. The purpose of this research was to analyze feasibility of financial and non financial aspects of UD. Kaisar. Data analysis used are qualitative and quantitative. Quantitative data used to analyze non financial aspects (market technical, management and legal, social and economic, and environmental aspects). While quantitative data used to analyze financial aspects through four investment criteria, that is NPV, IRR, Net B/C, and Payback Period. The value of NPV obtained at Rp 1.461.661.923, Net B/C obtained 2,94, IRR obtained 79,34 percent, and payback period obtained two years and five months. The result are both of the financial and non financial aspects showed that UD. Kaisar is feasible to run, except management aspect because the business does not have a clear division of duties and environment aspect because the waste water is allowed to flow into the river so it can cause environmental pollution. Sensitivity analysis showed that UD. Kaisar sensitive to increased of soybean price and the decreased in sales of tofu.*

*Keywords: Sensitivity analysis, UD. Kaisar, financial analysis, non financial analysis*