

**Studi Kelayakan Usaha Produk Minyak Atsiri Kulit Jeruk Siam di
Kabupaten Jember. (*Feasibility Study of Siam Orange Peel Essential Oil
Products in Jember Regency*)**

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ABSTRACT

The industry in Jember, which is the center of conjoined orange production in East Java, produces essential oil as a by-product. The climatic advantages of Jember support the development of conjoined orange cultivation, so that orange peel as waste in addition to seeds and pulp can be processed into essential oil, while juice remains the main product. This study was conducted to analyze the feasibility of the business to determine the feasibility of non-financial aspects, financial aspects, and sensitivity analysis of a decrease in yield and an increase in product selling prices. The method of analysis carried out is the analysis of non-financial aspects including; market and marketing aspects, technical and technological aspects, organizational and management aspects, and environmental aspects. The financial aspect analysis was carried out by several analyzes by calculating the Net Benefit/Cost Ratio (Net B/C Ratio), Net Present Value (NPV), Payback Period (PP), Internal Rate of Return (IRR) and sensitivity analysis. Based on the results of the non-financial analysis, this business is feasible to run. The results of the financial analysis show an NPV value of Rp. 2,488,754,080. IRR is 26.43%, B/C Ratio is 2.39, PP is 25.08 months. And the results of the sensitivity analysis show that the business is sensitive to decreasing yields.

Keywords: *Business Feasibility Analysis, Orange Peel Essential Oil, Sensitivity Analysis.*