

**Studi Kelayakan Usaha Industri Sari Jeruk Siam Semboro di
Kabupaten Jember. (*Feasibility Study of Siam Semboro Orange Juice Industry in
Jember Regency*)**

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ABSTRACT

Seeing the high potential of Semboro Siamese orange production and the increasing market demand for healthy products, the development of the Siamese orange juice industry is a very promising business opportunity. Therefore, a business feasibility study is very important to ensure that the development of the industry runs effectively, efficiently, and sustainably in accordance with the potential and needs of the market. The data processing and analysis methods use investment criteria such as NPV, IRR, B/C Ratio, and Payback Period for financial feasibility analysis, while for non-financial feasibility analysis, namely technical, operational, market aspects, sensitivity analysis, SWOT analysis with Internal-External matrix. The Siam Semboro orange juice industry business with a daily production capacity of 15,000 kg of Siam oranges, with a purchase price of oranges of Rp 5,000, a total investment cost of Rp 2,592,977,000, an annual bank interest rate of 12% and a selling price of orange juice of Rp 20,000, obtained a financial feasibility value on the B/C Ratio investment criteria of 5.81 with an IRR of 60.61% obtained an NPV value of Rp 37,509,534,615 and a payback period of 12.40 months. From the results of the sensitivity analysis, the price of Siam Semboro oranges and the selling price of orange juice are the most sensitive variables that greatly affect business feasibility.

Keywords: *Siam Orange Juice, Sensitivity Analysis, SWOT Analysis, Business Feasibility Analysis, IE Matrix.*