

**FINANCIAL ANALYSIS AND SENSITIVITY OF OYSTER MUSHROOM
CULTIVATION IN UD CENTRA JAMUR JEMBER REGENCY**

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ABSTRACT

The purpose of this study to determine and analyze the feasibility of the oyster mushroom cultivation in Krajan, Klomongan Village, District Ajung, Jember in financial point of view, the prospect of oyster mushroom cultivation business seen through selling price and operational cost change factors. The respondent in this research is the owner of oyster mushroom cultivation business at UD. Centra Jamur. The data collected were primary and secondary data obtained from interview. The technique used to analyse the data in this research was Financial Analysis that consisted of: Payback Period, Break Even Point (BEP), Net Present Value (NPV), Net benefit Cost Ratio (Net B/C), Internal Rate Of Return (IRR), and sensitivity analysis with the assumptions: 1) The price of baglog and fuel increases 10%, 2) The price of oyster mushroom increases 10%, the price of baglog, fuel, and the selling price of oyster mushroom increases 10%. The result of this research shows that oyster mushroom cultivation business at UD. Centra Jamur is financially profitable and is worthy to be developed. This oyster mushroom cultivation business is able to return investment cost within 0,609 or 7 months 9 days, the BEP time is 4,678 or 4 years 8 months 6 days and BEP Rupiah is in the amount of Rp. 1.088.005.367,-. NPV Rp. 44.473.559,-, Net B/C 1,217 and IRR 37,581%. The sensitivity analysis is used to know the sensitivity level of the business financially towards some assumptions of changes. The result of sensitivity analysis shows that in the condition when the price and baglog increase 10% the business parameter indicates that the oyster mushroom cultivation business is worthy to do and developed.

Key Words: Oyster Mushroom, Financial Analysis, Sensitivity Analysis