

***Financial Analysis and Business Sensitivity of Rengginang at UD.Haris,
Gelung Village, Panarukan District, Situbondo Regency***

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ABSTRACT

This study aims to determine the level of financial feasibility of developing agroindustry in rengginang production and the level of business sensitivity of UD.Haris, Gelung Village, Panarukan District, Situbondo Regency. This study uses descriptive-evaluative research design and carried out at UD.Haris located in Gelung Village, Panarukan District, Situbondo Regency. The analysis technique used is financial analysis such as NPV, IRR, PBP, BEP, Net B/C and financial analysis to assume changes in product selling prices or operating costs. The location of the study was conducted purposively where the location was one of the potential businesses in producing continuous rengginang. The instrument of this study uses a questionnaire that is collecting data by giving respondents a set of questions to answer.

Key word: financial analysis, sensitivity analysis, rengginang.