

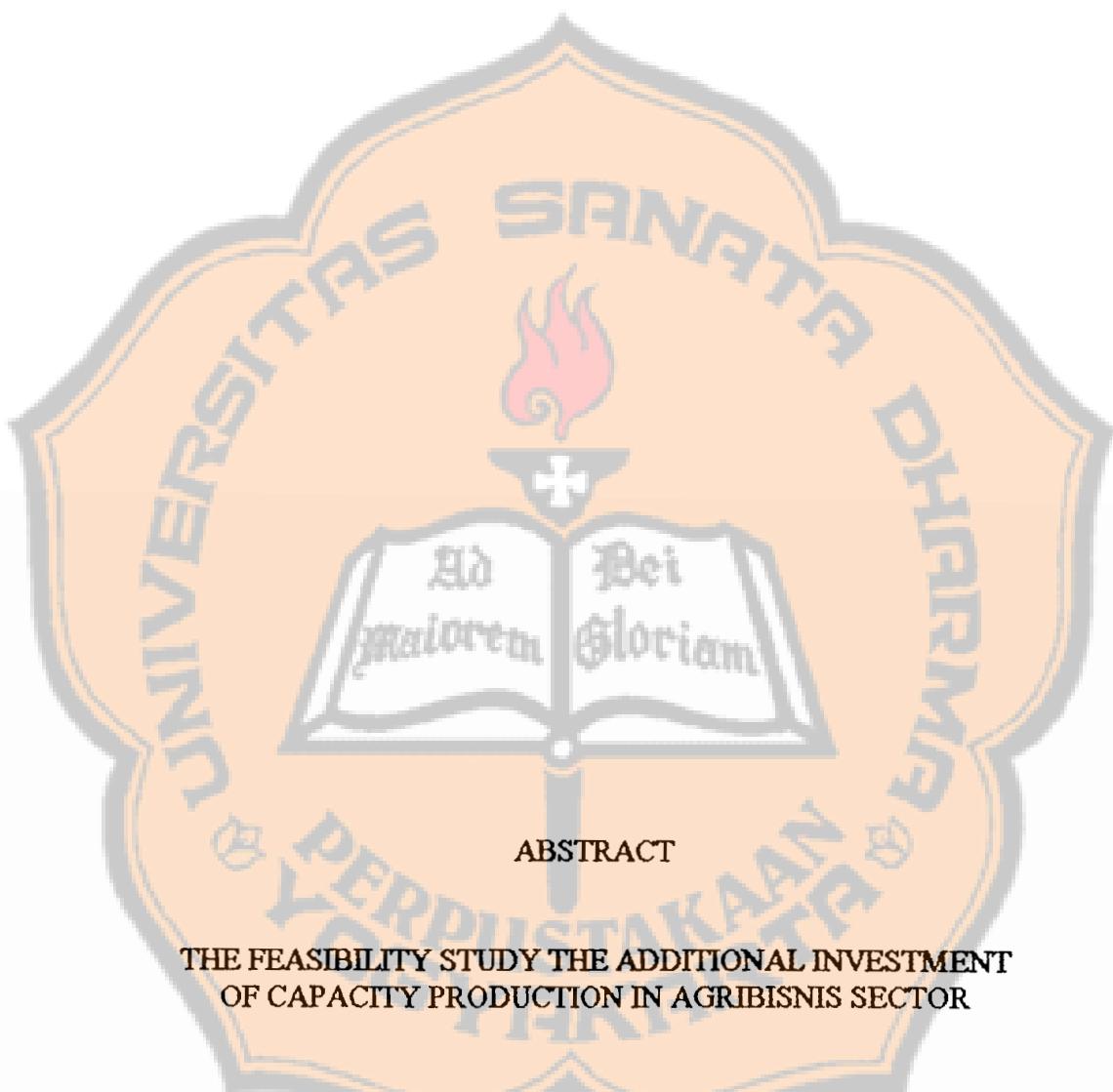


Penelitian ini bertujuan untuk menilai kelayakan investasi penambahan kapasitas produksi di sektor agribisnis pada pertanian tanaman semangka Desa Wonosari, Kecamatan Ngombol, Kabupaten Dati II Purworejo, Propinsi Jawa Tengah. Untuk menilai kelayakan investasi ini ditinjau dari : (1) aspek pasar, (2) aspek teknis, (3) aspek manajemen, dan (4) aspek keuangan.

Pengumpulan data dilakukan dengan menggunakan teknik (1) wawancara, (2) kuesioner, (3) observasi, dan (4) dokumentasi. Adapun teknik analisis data untuk menilai kelayakan investasi adalah (1) analisis kelayakan pasar dengan menggunakan peramalan permintaan metode least squares, (2) analisis kelayakan teknis untuk menentukan lokasi untuk lahan pertanian yang sesuai dengan luas produksi, (3) analisis kelayakan manajemen untuk menilai kesiapan sumber daya manusia, dan (4) analisis kelayakan keuangan dengan menggunakan metode net present value.

Berdasarkan analisis data yang telah dilakukan maka dapat diperoleh hasil sebagai berikut :

(1) Ditinjau dari aspek pasar, investasi penambahan kapasitas produksi di sektor agribisnis layak dilaksanakan karena dari hasil permalalan permintaan



## THE FEASIBILITY STUDY THE ADDITIONAL INVESTMENT OF CAPACITY PRODUCTION IN AGRIBISNIS SECTOR

The research was intended to evaluate the feasibility of the adding capacity production of investment in agribisnis sector on water melon farming in Desa Wonosari, Kecamatan Ngombol, Kabupaten Dati II Purworejo, Propinsi Jawa Tengah. To evaluate this investment feasibility can be observe from the point of view of : market aspect, technical aspect, manajerial aspect and financial aspect.

The collection of the data was gained by using done techniques, interview, questionnaires, observation, and documentation. The data analysis technique used in order to evaluate the feasibility of investment were : The analysis of market feasibility using forecasting demand of least squares. The analysis of technical feasibility in determinaning the location for farming area. The analysis of manajerial feasibility to evaluate the readiness of human resources. The analysis of financial feasibility by using net present value method.

Based on the data analysis which had been done therefore results were gained : From the perspective of market aspect, the additing investment of capasity production in agribisnis sector was appropiate to be carried out because the result of forecasting demand showed the demand which increased each year. From the perspective of technical aspect, the additing investment of capacity production in