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Analysis of Feasibility Study of Oyster Mushroom Cultivation Business in Pematang Pasir Village, District of Ketapang, Regency of South Lampung

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Abstract:
Oyster mushrooms have benefits for human health as vegetable protein that does not contain much cholesterol so it can prevent the occurrence of high blood pressure and heart disease and to lose weight and diabetes. Oyster mushrooms can be an alternative food source that is relatively affordable for all people. This gave rise to an opportunity for the owners of capital in Pematang Pasir Village, District of Ketapang , Regency of South Lampung to establish oyster mushroom cultivation business. The purpose of this study was to analyze the feasibility of establishing a business plan for oyster mushroom cultivation in Pematang Pasir Village, District of Ketapang, Regency of South Lampung. This research uses quantitative and qualitative analysis methods. For the quantitative analysis method used a financial analysis tool with three analysis tools namely Investment Criteria Analysis which consists of: Net Present Value (NPV), Net Benefit Cost Ratio (Net B/C) , and Internal Rate of Return (IRR); Pay Back Periods Analysis (PBP); and Break Event Point Periods Analysis (BEPP). For the qualitative analysis method used a non-financial analysis approach by analyzing aspects namely: technical and technological aspects, market and marketing aspects, juridical aspects, bureaucracy/ government/aspects, management and human resources aspects , economic and social aspects, and environmental aspects. Based on the Analysis of Investment Criteria obtained results: NPV =208.012.504 ; Net B/C = 2,79 ; and IRR = 43,18%. Based on Pay Back Period Analysis, PBP results are obtained = 2 years 9 months 4 days, and Break Event Point Periods analysis results are obtained BEPP = 2 years 1 month 3 days. Based on the results of quantitative and qualitative analysis it can be concluded that the plan to establish an Oyster Mushroom Cultivation Business in Pematang Pasir Village, Ketapang District, South Lampung Regency is feasible.

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INTRODUCTION

Indonesia is an agricultural country, so many business ventures are engaged in the agricultural sector. One of agriculture is Oyster Mushroom Cultivation. Oyster mushrooms have 2 better nutritional content compared to other types of mushrooms and nutritional sources of animal food (Directorate General of Horticulture, 2006; 20). Oyster mushrooms have properties for human health as a vegetable protein and do not contain much cholesterol so as to prevent the onset of high blood pressure and heart disease and to lose weight and diabetes. The content of folic acid (Vitamin B-complex) is high so it can cure anemia and anti-tumor drugs.

East Mushroom is suitable for consumption by

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Indonesian people who are still difficult to meet the complete nutritional needs, especially the need for protein. Oyster mushrooms can be an alternative food source that is relatively affordable for all people. Thus the opportunity to establish an oyster mushroom cultivation business is huge. Based on observations, the condition of the area that is still beautiful or far from urban areas is very good for fungal growth and avoid pollution that inhibits the growth of fungi so that fungi can grow well.

This presents an opportunity for investors in Pematang Pasir Village, Ketapang, South Lampung to set up an oyster mushroom cultivation business. To establish an oyster mushroom cultivation business, it is necessary to estimate the Investment Cost and Operational Cost Design that can be seen in Table 1 and Table 2.

Table 1. Draft Investment Costs for Oyster Mushroom Cultivation

Description	Amount (Rp)
1. Land and Buildings	
Rent Land 30 m x 30 m 6 Years @ Rp 5,000,000	30,000,000
1 Unit of 100 meter Drilling Well	8,000,000
8 Buildings @ Rp. 2000,000	16,000,000
Total	54,000,000
2. Machines and Production Process Equipment	
1 Press Machine for Compacting Baglogs	4,000,000
2 Unit Equipment Sprayers 16 liter @ Rp.400,000	800,000
2 Unit Banker Sterilization Baglog @ Rp. 5,000,00	10,000,000
Total	14,800,000
3. Equipment and Supplies	
2 Angkong units to transport mushroom media @ Rp.400,000	800,000
40 Plastic Kranjang to Accommodate Mushrooms When Harvesting @ Rp.50,000	2,000,000
3 Unit Hoes for Stirring the Mushroom Media @ 150,000	450,000
2 Unit Sitting Needle Scales @ Rp. 400,000	800,000
1 Calculator	50,000
1 Viar Motor 150 cc	25.450,000
1 office desk + 1 office chair	290,000
1 Set of Chair and Plastic Table	300,000
4 LED Lights @ 70,000	280,000
6 LPG Gas Cylinders 15 kg @ 110,000	660,000
Cleaning Equipment	100,000
Total	31,180,000
4. Making Business License	15,000,000
5. Making Signpost Brands	700,000
Total Investment Cost	115,680,000

Source: Field Observation from Similar Companies, 2019 (Data Processed)

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Tabel 2. Draft Operating Costs Perdana Budidaya Jamur Tiram

Cost Description	Cost/Months (Rp)	Cost/ Years (Rp)
1. Production Costs		
a. Raw Materials	33,840,000	406,080,000
b. Direct Labor		
4 Eployees Baglog-Making @ Rp. 1,000,000	4,000,000	48,000,000
3 Eployees Seed Planters @ Rp. 800,000	2,400,000	28,800,000
2 Eployees Mushroom Harvesters @ Rp1,000,000	2,000,000	24,000,000
3 Eployees Mushroom Packaging @ Rp. 800,000	2,400,000	28,800,000
c. Indirect Workers		
1 Person Accounting	1,500,000	18,000,000
1 Manager	3,000,000	36,000,000
2. Administrative and General Costs		
Electricity Cost	100,000	1,200,000
Water Cost	150,000	1,800,000
3. Equipment Costs		
20 PE Plastic Pack @ Rp. 3,000 x 30 Days	1,800,000	21,600,000
1 Pack of White Plastic 60 x 80	600,000	7,200,000
6 LPG Gas 15 kg @ Rp. 25,000 x 30 Days	4,500,000	54,000,000
4. Depreciation Costs	-	11,485,000
Total Operating Costs	56,290,000	686,965,000

Source: Field Observation from Similar Companies, 2019 (Data Processed)

In Table 1. it is known the size of the Investment Cost Plan for the Oyster Mushroom Cultivation Business Plan, which was issued at Rp 115,680,000 and in Table 2 the Initial month Operational Cost Draft Rp.56,290,000. So the funds needed for the Oyster Mushroom Cultivation Business are Rp.115,680,000 + Rp. 56,290,000 = Rp.171,970,000. The funds are planned to come from their Own Capital of Rp. 55,680,000 and a Bank Loan of Rp. 60,000,000 for a period of 5 (five) years with an interest rate of 10% per annum.

Based on the above data, it is not yet known whether the Oyster Mushroom Cultivation Business Plan is implemented. Therefore, it is necessary to first analyze the business feasibility study to determine the feasibility of the business plan. The research problems proposed are: 1) Is the plan to establish an Oyster Mushroom Cultivation Business feasible or not feasible? 2) How long is the duration of Pay Back Period for the investment of The Oyster Mushroom Cultivation Business Plan? 3) How long is the duration for the occurrence of the Break Event Point Periods of The Oyster Mushroom Cultivation Business Plan?

The purpose of this study: 1) To analyze the feasibility for the establishment of the oyster mushroom cultivation business plan, 2) To analyze the Pay Back Period for the establishment The oyster mushroom cultivation business plan, 3) To analyze the duration for the occurrence of The Break Event Point Period) from the establishment of The Oyster Mushroom Cultivation Business Plan.

LITERATURE REVIEW

Business Feasibility Study

Kasmir & Jakfar (2010; 6) states: "Business feasibility study is an activity that studies deeply about a business or business that will be run, in order to determine whether the business is feasible or not". According to Suliyanto (2010; 3) Business

Feasibility Study is: "Research that aims to decide whether a business idea is feasible or not". According to Yacob Ibrahim (2009: 1): Business Feasibility Study activities to assess the extent of the benefits that can be obtained in carrying out a business activity / project. Business Feasibility Study is a consideration in making a decision whether to accept or reject a planned business/project idea. The assessment results are said to be feasible if the business idea/project to be implemented can provide benefits both in terms of financial benefits and social benefits. According to Kasmir and Jakfar (2012; 10) a business plan is considered feasible if it can provide financial and non-financial benefits in accordance with the desired goals.

Financial Analysis

According to Alex S Nitisemito, (2012: 52), "Financial analysis is an analysis that analyzes the plan of a project, whether the project is feasible or not feasible to be implemented". To determine the financial feasibility of a business plan tools use Investment Creteria Analysis, Pay Back Period Analysis, and Break Even Point Period Analysis.

Investment Criteria Analysis

Investment criteria is a measurement tool or criteria used to determine whether a business plan funded with an investment is feasible or not implemented. There are 5 (five) investment criteria measuring tools, and in this research used 3 (three) criteria namely: Net Present Value (NPV), is: The net present value of the difference between Benefit (revenue) and Cost at a certain Discount Rate. Net Benefit Cost Ratio (Net B/C), is the ratio between the amount of Positive Net Present Value and the amount of Negative Net Present Value. Internal Rate of Return (IRR), is the percentage of profit a business receives each year (Sapmaya Wulan, 2015; 39-46).

Pay Back Period Analysis (PBP)

Kasmir and Jakfar (2010: 98) state that: "Pay Back Period (PBP) is an assessment technique for the period (period) return on investment of a business". The faster the return, the better it will be tried. But this PBP has ignored the present value of money (Present Value). Pay Back Period (PBP) aims to find out when the investment return period that has been issued through profits derived from the business to be run.

Break Even Point Period (BEPP) Analysis

Break Even Point Period is a condition where total revenue = total cost. The time period for the occurrence of a break even point period depends on the length of the flow of revenue to cover all operating, maintenance and other capital costs. Break Even Point Period is intended to find out how long the planned business/project can cover all costs incurred. The return of total costs that are too long, may not be feasible for all entrepreneurs/investors even though the business/project is feasible to be developed (H.M Yacob Ibrahim, 2009; 97).

Non-Financial Analysis

Non-Financial Analysis aims to determine the feasibility of a business plan / project from the non-financial side. Non-financial analysis consists of several aspects that can not stand alone and are interconnected with one another. Non-financial analysis is done by analyzing several aspects, namely: technical aspects, market and marketing aspects, juridical aspects, government/ bureaucratic aspects, management and human resources aspects, economic and social aspects, and environmental aspects.

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Conceptual Framework

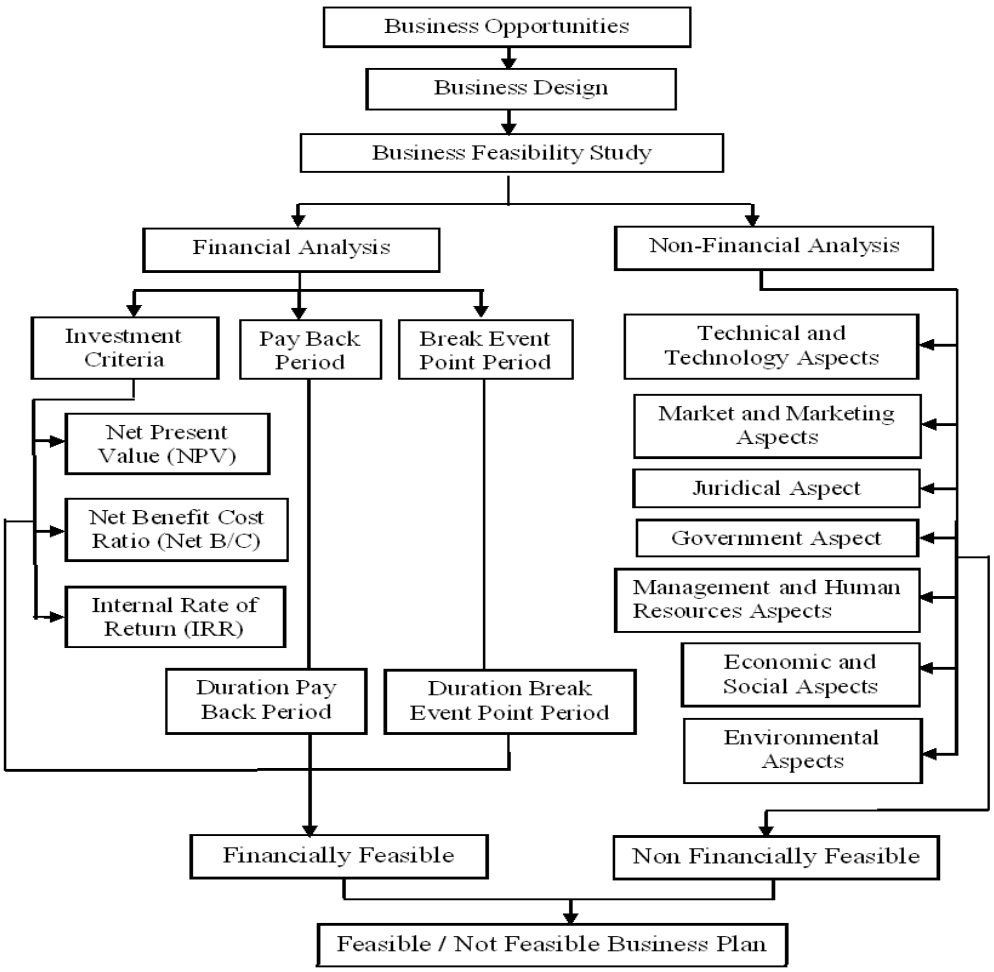

Figure 1. Research Paradigm for Business Plan Feasibility

RESEARCH METHODS

The type of research used is library and field research. The research method / design used is descriptive method. The data collection techniques of this study were observation, communication and documentation. Types and sources of research data use primary and secondary data. The analytical method used is quantitative analysis using three analysis tools namely Investment Criteria, Pay Back Period, and Break Event Point Period. In the Investment Criteria Analysis used 3 (three). Investment criteria, namely: Net Present Value (NPV), Net Benefit Cost Ratio (Net B / C), and Internal Rate of Return (IRR). The qualitative analysis method consists of technical aspects, market and marketing aspects, government and bureaucracy aspects, juridical aspects, management and human resources aspects, economic and social aspects, and environmental aspects.

RESULTS AND DISCUSSION

Quantitative Analysis Method

This oyster mushroom cultivation business plan is estimated to be 6 years old. For this reason, it is necessary to make a Cost and Benefit Design Table for 6 years. The calculation of investment criteria requires data costs and benefits. Investment costs of Rp.115,680,000 (from Table 1) incurred in the 0th year (Table 1) because the procurement of investment equipment took less than 1 year. The first year operational costs amounted to Rp.686,965,000

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(Table 2). In the second year operating costs are estimated to increase 2% from the first, the third year increased 2% from the second year, the fourth year increased 4% from the third year, the fifth year increased 4% from the fourth year, and the sixth year increased 6% from the fifth year.

Analisis Kreteris Investasi

Net Present Value (NPV)

Table 3. Investment Criteria Table for Calculating NPV

Years (1)	Benefit (Rp) (2)	Cost (Rp) (3)	Net Benefit (Rp) (4) = (2-3)	DF i = 10% (5)	Net Present Value (Rp) (6) = (4x5)
0	-	115.680.000	-115.680.000	1	-115.680.000
1	711.360.000	686.965.000	24.395.000	0,909	22.175.055
2	711.360.000	700.705.000	10.655.000	0,826	8.801.030
3	820.800.000	714.719.000	106.081.000	0,751	79.666.831
4	820.800.000	743.308.000	77.492.000	0,683	52.927.036
5	930.240.000	773.040.000	157.200.000	0,621	97.621.200
6	930.240.000	819.422.000	110.818.000	0,564	62.501.352
Σ	4.924.800.000	4.553.839.000	370.961.000		208.012.504

Source: Data Processed, 2019

Based on the calculation in Table 3 (column 6), diperoleh ΣNPV = 208.012.504 means ΣNPV> 0, the Oyster Mushroom Cultivation business plan is declared feasible to be implemented.

Net Benefit Cost Ratio (Net B/C)

Based on Table 3 column 6 it can be calculated of ΣPositive NPV=Rp. 323,692,505 and ΣNegative NPV = Rp. 115,680,000. Net Benefit Cost Ratio (Net B / C) is calculated as follows:

$$\Sigma \text{Net B / C} = \frac{\Sigma \text{Positive NPV}}{\Sigma \text{Negative NPV}} = \frac{323{,}692{,}504}{115{,}680{,}000}$$

$$\Sigma \text{Net B / C} = 2.79$$

From the calculation above, Net Benefit Cost Ratio (Net B / C) = 2.79, means Net B / C> 1, the Oyster Mushroom Cultivation business plan is feasible.

Internal Rate of Return (IRR)

To calculate the amount of the Internal Rate of Return, the steps are as follows: (The calculation process can be seen in Table 4)

a. Calculating the NPV at interest rate of 10% = Rp 208,012,504. To find the IRR required a Positive NPV = 0 or that approaches 0 and, Negative N = 0 or that approaches 0, then the next step is continued.
b. Calculate the NPV at various interest rates (i) by testing it to get a Positive NPV that approaches 0 and a Negative NPV that approaches 0.
c. After a number of trial calculations, a Positive NPV is approaching 0 = Rp 489,978 is obtained at i_1 = 43% (Table 6 column 10) and Negative NPV is approaching 0 = - 2,249,454 at i_2 = 44% (Table 6 column 8). So the amount of IRR is between 43% and 44%.
d. Calculate the IRR with the Interpolation formula between i_1 = 43% and i_2 = 44%.

Interpolation Formula:

$$IRR = i_{1+\frac{\text{NPV Positif}}{\text{NPV Posititf}-\text{NPV Negatif}}} (i_2 - i_1)$$

$$= 43\% + \frac{489{,}978}{489{,}978 - (-2{,}249{,}454)} (44\% - 43\%)$$

$$= 43\% + \frac{489{,}978}{2{,}739{,}432} (1\%)$$

$$= 43\% + (0.18)\ (1\%) = 43\% + 0.18\% = 43.18\%$$

Based on the above calculation, it is known that the percentage of profits obtained each year is equal to

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43.18%. While the prevailing interest rate is 10%. Means IRR> of the applicable interest rate (10%), then the Oyster Mushroom Cultivation Business plan is feasible.

Table 4. Investment Criteria Table (To Calculate Internal Rate of Return)

Years (Rp)	Benefit (Rp)	Cost (Rp)	Net Benefit (Rp)	Discount Factor i = 44%	Net Present Value (Rp)	Discount Factor i = 43%	Net Present Value (RP)
(1)	(2)	(3)	(4) = (2-3)	(7)	(8) = (4x7)	(9)	(10) = (4x9)
	-	115,680,000	-				
	711,360,000	686,965,000	115,680,000				
	0	0	24,395,000				
	711,360,000	700,705,000	10,655,000				
	0	0	106,081,000				
	820,800,000	714,719,000	77,492,000		-		-
0	0	0	157,200,000	1	115,680,000	1	115,680,000
1	820,800,000	743,308,000	110,818,000	0.694	16,930,130	0.99	17,052,105
2	0	0		0.482	5,135,710	0.489	5,210,295
3	930,240,000	773,040,000		0.334	35,431,054	0.342	36,279,702
4	0	0		0.233	18,055,636	0.239	18,520,588
5	930,240,000	819,422,000		0.162	25,466,400	0.167	26,252,400
6	0	0		0.112	12,411,616	0.116	12,854,888
∑			212,661,273		- 2,249,454		489,978

Source: Data Processed, 2019

Pay Back Period Analysis (PBP)

To calculate the amount of Pay Back Period, the Pay Back Period Calculation Table is needed in Table 5.

Table 5. Calculation Table Pay Back Period

Year	Benefit	Cost	Net Benefit	Net Benefit Kumulatif
0	-	115,680,000	-115,680,000	-115,680,000
1	711,360,000	686,965,000	24,395,000	- 91,285,000
2 TP-1	711,360,000	700,705,000	10,655,000	**-80,630,000**
3 TP	820,800.000	714,719,000	**106,081,000**	**25,451,000**
4	820,800.000	743,308,000	77,492,000	102,943,000
5	930,240.000	773,040,000	157,200,000	260,143,000
6	930,240.000	819,422,000	110,818,000	370,961,000
			370,961,000	

Source: Data processed, 2019

$$PBP = TP - 1 + \frac{\text{Cumulative Net Benefit on TP} - 1}{\text{Net Benefit at time of TP}} \text{x } 12 \text{ months}$$

$$= 2 \text{ years} + \frac{80{,}630{,}000}{106{,}081{,}000} \text{x } 12 \text{months}$$

= 2 years + 9.12 months = 2 years + 9 months + (0.12 x 30 days)

= 2 years + 9 months + 4 days

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Thus it can be seen that the return time of investment issued by the company is for 2 years 9 months 4 days. From the above calculation shows that the return time of investment issued by the company is faster than the target age of the company that is set for 6 years and the bank loan period is 5 (five) years. Thus, it can provide more confidence in making decisions for capital owners to establish.

Break Event Point Period (BEPP) Analysis

Break Even Point Period (BEPP) aims to find out how long the company occurred in a state of not getting profit and not experiencing losses. To calculate the time period for the Break Even Point Period condition, the Break Even Point Period Calculation Table is used in Table 8.

Table 6. Calculation of Break Event Point Period for Oyster Mushroom Cultivation

Years	Benefit	Cost	Benefit Kumulatif	Cost Kumulatif
0	-	115.680.000	-	115.680.000
1	711.360.000	686.965.000	711.360.000	802.645.000
2 **TB-1**	711.360.000	700.705.000	**1.422.720.000**	**1.503.350.000**
3 **TB**	**820.800.000**	714.719.000	2.243.520.000	**2.218.069.000**
4	820.800.000	743.308.000	3.064.320.000	2.961.377.000
5	930.240.000	773.040.000	3.994.560.000	3.734.417.000
6	930.240.000	819.422.000	4.924.800.000	4.553.839.000
Σ	4.924.800.000	4.553.839.000		

Source: Data processed, 2019

Based on the calculations in Table 6 above it can be seen that from year 0 (zero) to year 3 (three) the cost is still greater than the benefits. For this reason, years 1 (one) to 2 (two) are referred to as the year before the BEPP. In the 3rd year (three) it is known that the benefits have been greater than the cost which means that there has been a BEPP. Then after making these calculations it can calculate using the Break Even Point Period formula as follows:

$$\text{BEPP} = T_B - 1 + \frac{\sum \text{Cumulative Cost before BEP} - \text{Cumulative Benefit Before BEP}}{\text{Benefit in the event of a BEP}} \text{ x } 12 \text{ months}$$

$$\text{BEPP} = 2 \text{ Years} + \frac{1{,}503{,}350{,}000 - 1{,}422{,}720{,}000}{820{,}800{,}000} \text{ x } 12 \text{ months}$$

BEPP = 2 Years + 1.08 months = 2 Years + 1 months + 3 days

Thus the time to get the BEPP required by the company is relatively faster, namely 2 years 1 month 3 days, from the age target of the company which is set for 6 years. According to H.M Yacob Ibrahim (2009: 97) if Total Revenue = Total Cost and can cover operational and voting costs along with capital costs, then a business can be said to be feasible.

Qualitative Analysis Method

1. Technical aspects

Location

Site selection is based on locations far from pollution and still beautiful, such as: Location for mushroom cultivation is located far from factories or hazardous waste disposal or landfills. This is to reduce the risk of contamination, the location of mushroom cultivation close to the source of raw materials used, the location of mushroom cultivation close to water sources, the area to be built has an area of 30m x 30m. The layout of the business plan can be seen below.

Building

The building that will be used is a special building for oyster mushroom cultivation, in the form of a house made of bamboo (Figure 2). This building has a room consisting of: 3 kumbung (cultivation place), 1 incubation room, 1 sterilization room, 1 room office, 1 storage room for raw and supporting materials, 2 toilets, and 1 mosque. The design of this building layout can be seen in Figure 3.

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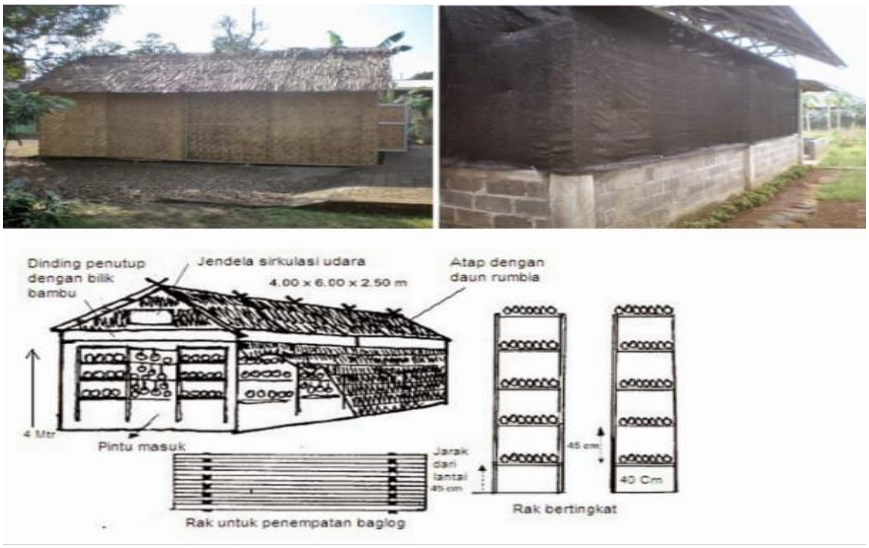

Figure 2. Oyster Mushroom Cultivation Building Design

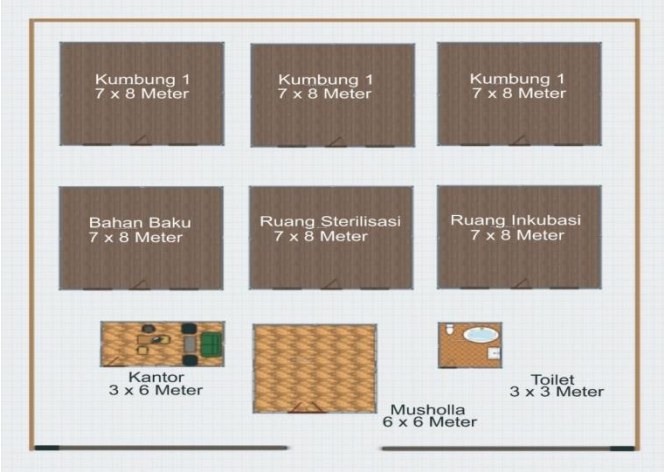

Figure 3. Oyster Mushroom Cultivation Building Layout Design

Machinery, Equipment and Supplies

Machines, Equipment and Equipment that will be used in this business. Are Baglog Press Machines, Bankers or steemer tools, Spray Tools, Angkong, Plastic Kranjang, Hoes, Scales, Calculators, Motor Viar, Office Chairs and Tables, Plastic Chairs and Tables, Lights LED, Gas Cylinder.

Production Process

1) Prepare oyster mushroom seeds, planting media or sawdust, supporting materials such as lime, rice bran and corn flour. Oyster mushroom seeds used are F2 mycelium types that have been grown from F0 and F1 while the sawdust used for Oyster Mushroom Cultivation is planning to use rubber wood, because rubber wood has good quality for the growth of oyster mushrooms, 2). Sawdust that has been prepared is mixed with auxiliary materials, such as lime, rice bran, and corn flour. Stir until mixing evenly, 3) After mixing, cover with a tarp to ferment for up to 24 hours., 4) Then do the media packaging that has been fermented using a baglog press machine, this aims to condense the media, 5) After finishing packing, then do the baglog sterilization using a banker or steamer until it consumes 3 15 kg LPG gas cylinders, d) After that, let the baglog cool for about 8 hours, 6) Next is to plant mycelium or mushroom seeds into baglog. 1 bottle of mycelium can usually be used for 40 baglogs, 7) Place the baglog on the shelves in the incubation room for the process of spreading mycelium for 24 hours, 8) After that, move it into the kumbung, open the baglog lid because the fungus will grow on an open baglog and do regular watering so that the humidity is maintained and the fungus grows well, 9) After going through several processes above, the mushrooms ready for harvest are around 24 days old or even 1 month since the beginning of handling, the mushrooms can be harvested 3 times with a minimum harvesting distance of 3 days, the mushrooms are packaged and ready to be marketed.

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Market and Marketing Aspects

The target market has been segmented from several factors including choosing consumers or people who live in Pematang Pasir Village, Ketapang District, South Lampung. In addition it is also marketed to traditional markets such as the Pematang Pasir market, Sripendowo, Tri Darmayoga, Pasuruan, Inpres Market and other markets around South Lampung. The intended target market / consumer comes from all ages and all walks of life who need this product. Based on observations of demand for Oyster Mushrooms in South Lampung, it is relatively high whereas Oyster Mushroom offers in South Lampung are still constrained by distance and location that are not strategic. Thus it can be an alternative choice with prices and locations that are easily accessible to the people of South Lampung.

The Marketing Strategy will be carried out using the Marketing Mix Strategy approach which includes Products, Prices, Distribution, and Promotion. The product offered in this business is a Fresh Oyster Mushroom with a price of Rp. 12,000 / kg. The distribution used is a simple method that consumers come directly or directly to the consumers of Oyster Mushrooms. Promotional activities to be carried out are by advertising through brochures, through electronic media, the internet using social media namely Instagram, online, Facebook, WA and so forth.

Juridical aspects/Legality Aspects

To set up a business venture must meet existing regulations that apply in a country. Some of the conditions that are fulfilled are as follows: This form of business entity is an individual company supported by a deed of establishment and form of legal entity, KTP, NPW, Company Registration Certificate (TDP) for 5 years and various kinds of licenses: Business Certificate (SKU), Business Place Permit (SITU), Trade Business Permit (SIUP), Company Domicile Certificate, Building Construction Permit (IMB), Disturbance Permit (HO).

Bureaucratic/Goverment Aspects

The elements of the legality of establishing a business venture that have been described in juridical aspects are issued by the government. To fulfill the legal / legal requirements, it is necessary to know: 1) Types of business licenses issued by the government relating to the establishment of oyster mushroom cultivation businesses, 2) procedures or processes for obtaining permits, 3) Parties / institutions / sections involved in the licensing process and those who are involved authorized to issue permits, 4) Requirements for obtaining permits, 5) The time and duration of the permit issuance process, and 6) the period of validity of the permit.

Management and HR Aspects

The Oyster Mushroom Cultivation Business Plan is an individual company owned by only one owner, one manager and several employees. This business planning requires several employees who have expertise and specialization in their respective fields. In carrying out business activities there is an organizational structure that shows the division of work along with the number of employees which includes: Manager 1 person, Finance Department 1 person, Baglog Making Section 4 people, Planting Section 3 people, Harvesting Section 2 people, Packaging Section 3 people, and Marketing Section 1 person.

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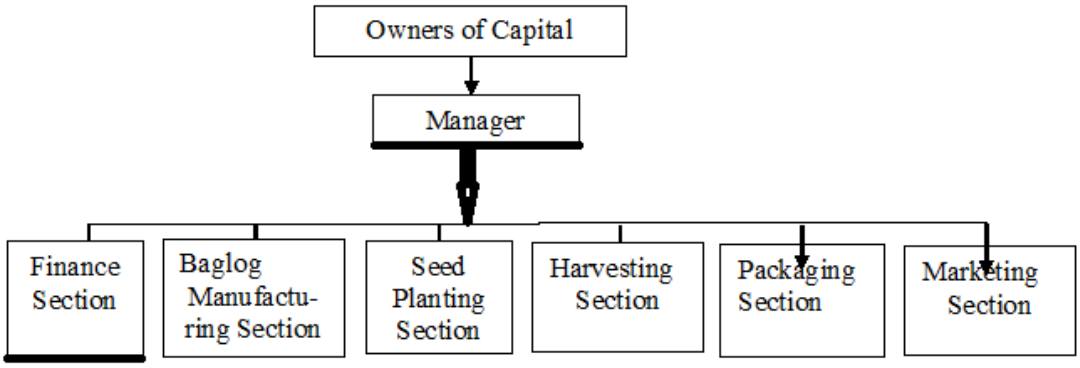

Gambar 4. Rancangan Struktur Organisasi Budidaya Jamur Tiram

Economic and Social Aspects

1) The availability of Oyster Mushrooms that will provide benefits for people who are looking for Oyster Mushrooms to be sold back to the market or restaurants, restaurants, and street vendors who need oyster mushrooms as the main ingredient of his cooking, 2) Providing convenience for the people in Pematang Pasir Village to get Oyster Mushrooms at a cheaper price than the local market, 3) Welfare of the community by opening new jobs. Because in this endeavor, Managers, Accounting and other Oyster Mushroom Cultivators are needed, 4) Create income opportunities for other parties related to businesses, both directly and indirectly, among others, mycelium traders or oyster mushroom seeds, sawdust, etc., and provide benefits to the government through taxes imposed on companies.

Environmental Aspects

To find out the environmental aspects, a study on Environmental Analysis is needed to help analyze the impact of this business on the environment and how to prevent it if this Oyster Mushroom Cultivation business can pollute the environment. In the planning of this cultivation business using environmentally friendly agriculture is an effort made this cultivation to achieve optimal production but without damaging the environment both physical, chemical, biological, and ecological. Waste generated by the process of oyster mushroom cultivation is a log that has been harvested. This waste is good for organic fertilizer, so the waste can be handled by giving it to the organic fertilizer processor.

CONCLUSION

Based on Investment Criteria Analysis obtained: ΣNPV = 208,012,504 means ΣNPV> 0 then declared feasible, ΣNet B/C = 2.79, means Net B/C> 1 then declared feasible, and IRR = 43.18%,> interest rate which applies 10% then declared feasible. Based on the analysis of Pay Back Pariod, PBP = 2 years 9 months 4 days. This means that the return of investment is faster than the age of the company 6 yearst. Based on the Break Event Point Period analysis, BEPP = 2 years 1 month 3 days was obtained.

This means that the time to reach the occurrence of BEPP is sooner than the age of the company 6 years, so it is declared feasible. Based on qualitative analysis, namely: technical aspects, market and marketing aspects, juridical aspects, government aspects, management and human resources aspects, economic and social aspects, and environmental aspects of the business plan is declared feasible. Thus, based on the results of financial and non-financial analysis, it can be concluded that the Oyster Mushroom Cultivation Business Plan in Pematang Pasir Village, Ketapang District, South Lampung is feasible.

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