

ABSTRACT

Indonesia representing tropical state with many island represent one of producing country of coconut especially in world. This matter happened because coconut generally grow in coastal area. However value sell coconut in Indonesia very low, this matter caused by a coconut product get rival from product of sawit coconut. On the other side in this time a lot of unemployment amount that happened in Indonesia. Above matter make opportunity to build effort progressively be opened. Becoming question, effort of what which can hold out in a state of economics which is this buried? *Virgin coconut Oil*. *Virgin coconut Oil* is coconut oil owning rate irrigate and acid contents of low free fat, transparent color, and aromatic also. Besides of that, this oil does not contain cholesterol and sour of laureate turned into *monolaurin*. *Monolaurin* represent a compound *monogliserida* having the character of antivirus, antibacterial, and antifungal. *Monolaurin* can destroy membrane lipid (coat of virus packer) one of them is virus HIV. *Virgin coconut Oil* can degrade fat heap in body, lessening forming of blood lumps, controlling free radical in cell, degrading rate of cholesterol of blood and lever, adding reserve antioxidant in cell, and degrade risk of the happening of heart sickness and cancer. Because of some pharmacy industry, cosmetics, and milk formula use this oil as basic material. Have quite a lot entrepreneur in Indonesia which start to wrestle this business, however most in the form of industry minimize. With production cost which high enough and volume of *virgin coconut oil* produced a few, making price sell *virgin coconut oil* bounce up. If there are any a company which can produce *virgin coconut oil* at the price of selling far below price of generally, of course will become a excellence. Most Indonesia resident still a lot of which not yet recognized *virgin coconut oil* and its benefit, this matter make a advantage for a company doing promotion in precisely. With promotion in precisely, will very easy to form image in society to a brand of promoted *virgin coconut oil*.

Based on it, in this research the writer study the eligibility from plan of development of *Virgin Coconut Oil* factory in Sebesi Island, Lampung, what its product will be marketed by in Java Island.

In reckoning market aspect, used by data of Indonesia resident obtained from Badan Pusat Statistik. Resident with production above Rp 3.500.000,00 categorized as potential market. Target market of equal to 10% from potential market, and growth demand of equal to 1,59% every years pursuant to growth mean resident in Java Island. Then to result of calculation of according to parameter assess investment with MARR 20%, obtained by NPV of equal to Rp 3.715.376.229,00. IRR of equal to 40%, and PBP of during 3,30 years. Risk addition of equal to 10 % even also, still show that the business is still competent to be realized. So that pursuant to result of calculation from the result of the counting investment and risk that investment is competent to be realized.

Keywords : Virgin coconut oil, market, feasibility, financial