

ANALYSIS OF BUSINESS FEASIBILITY OF CASSAVA CHIPS AND CASSAVA TAPE, FINANCING AND MARKETING STRATEGIES FOR ENTREPRENEURIAL CASSAVA FARMERS IN JEMBER REGENCY

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Abstract
Many things can affect business conditions of farmers and entrepreneurs in the field of agribusiness such as started sluggish market, tighter competition, declining productivity, rising production costs and others. Jember is known as one of the producers and the biggest marketing area of cassava products. Various types of processed cassava can be found in Jember such as cassava tape, cassava chips, pröll tape, suwar-suwir, tape brownies and others. The purpose of the evaluation of the feasibility effort is an attempt to determine the extent of the successful implementation of the project, whether the project is running according to plan and will provide the expected results. Goals of this study are: how to know and analyze feasibility of business of cassava chips and cassava tape; financing marketing strategy of the business of cassava chips and cassava tape for entrepreneurial cassava farmers. Type of the study is qualitative research with using survey and exploratory approach. The study used primary and secondary data with purposive sampling technique. The research found that business of cassava chips and cassava tape meet feasibility covering technical, marketing aspects and financial aspects. This study is limited to the business feasibility of the production of cassava chips and cassava tape.

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