

ABSTRAK

Desa Jamburlumban Pokki, Kabupaten Samosir memiliki potensi besar dalam pengembangan agribisnis minyak serai wangi *Cymbopogon nardus* karena kondisi iklim, lahan, dan ketersediaan tenaga kerja lokal yang mendukung. Penelitian ini bertujuan untuk menganalisis kelayakan finansial dan menentukan skala usaha yang optimal untuk pengembangan minyak serai wangi di Desa tersebut.

Metode yang digunakan adalah studi kelayakan usaha dengan pendekatan kuantitatif. Data diperoleh melalui wawancara, observasi lapangan, dan dokumentasi pada kelompok tani dan penyuling minyak serai wangi di Desa Jamburlumban Pokki. Analisis finansial dilakukan dengan menghitung biaya investasi, biaya operasional, pendapatan, NPV, IRR, B/C Ratio, dan Payback Period. Penentuan skala usaha dikaji berdasarkan kapasitas penyulingan, luas lahan, produktivitas bahan baku, dan daya serap pasar.

Kata kunci: Minyak serai wangi, Cymbopogon nardus, kelayakan finansial, skala usaha, agribisnis.

ABSTRACT

Jamburlumban Pokki Village, Samosir Regency, has great potential for the development of citronella oil (*Cymbopogon nardus*) agribusiness due to favorable climate conditions, land availability, and local labor supply. This study aims to analyze the financial feasibility and determine the optimal business scale for citronella oil development in the village.

The method used is a business feasibility study with a quantitative approach. Data were obtained through interviews, field observations, and documentation with farmer groups and citronella oil distillers in Jamburlumban Pokki Village. Financial analysis was conducted by calculating investment costs, operational costs, revenue, NPV, IRR, B/C Ratio, and Payback Period. The determination of business scale was assessed based on distillation capacity, land area, raw material productivity, and market absorption capacity

Keywords: Citronella oil, Cymbopogon nardus, financial feasibility, business scale, agribusiness.