

**Feasibility Analysis Of Hybrid Curly Red Chili (*Capsicum annum*  
*var. longum L*) Farming In Kedungori Village Dempet District Demak  
Regency**

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**ABSTRACT**

This study aims to determine the feasibility of hybrid curly red chili farming. The Research using purposive sampling method, where respondents in this study were 40 respondents to limit the land area in 2,000 to 2,500 m<sup>2</sup> and a hybrid curly red chili farmers is still in production last year. The Data processing method using model analysis Evaluation of Agricultural Projects with Microsoft Office Excel as a calculation software. Based on the results obtained by data processing production cost of Rp.10,235,565.74 with receipts obtained Rp.18,053,750.00 while revenues curly red chili hybrid farmers every cropping season (four months) amounted to Rp.7,818,184.26 or Rp.1,954,546.07 per month with a selling price of Rp.25,000 per kilogram. BEP production result obtained in the numbers 409.42 kilograms. While looking at BEP rupiah of hybrid curly red chili farming that is obtained Rp.14,173.74 kilograms . Based on the results of the approach can be seen the value of R/C ie 1.76 means that every Rp.100.00 issued the receipts obtained Rp.176.00. Based on the value of BEP and R/C it can be concluded hybrid curly red chili farming is worth the effort and be accepted.

**Keywords: Feasibility Analysis, Farming, Chili, BEP, R/C.**

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