SULISTIANAWATI. Feasibility and Strategy Development of Oil Palm Plantation Business Patterns Partnership PT. Anugerah Tani Bersama with Local People (Case of Oil Palm Plantation in Musi Banyuasin Region, South Sumatera). Supervised by H. MUSA HUBEIS as Committee Chairperson, and HARTRISARI HARDJOMIDJOJO as member.

Problems that become the base of oil palm development is how to find a mutually beneficial synergy between farmers and companies in the cultivation of oil palm plantation with the partnership pattern. Goal of this research is to evaluate the prospects of partnership between PT Anugerah Farmers Co (PT ATB) with ‘owner’ land farmers, to analyze the feasibility of cultivation of oil palm plantation partnership for PT ATB and farmers, and determine strategic development priorities of partnerships by the oil palm plantation partnership between PT ATB with the farmers.

Types of data used in this study the data in the form of investment costs, operating costs, and organizational management, partnership and farmers' income. The data in this study include primary and secondary data. Analysis carried out on various aspects relating to the strategy and the feasibility of developing oil palm plantations with the partnership developed, the partnership model, the analysis of plasma farmers' income, financial feasibility analysis, internal and external analysis.

PT. ATB implement core-plasma partnership pattern with the farmers. Partnership core-plasma system that is applied is 60:40 partnership system. The results of the analysis indicate that the development plan of plantation and factory, in the technical assumptions and economic can be met, then the standard can be met quite feasible in all feasibility criteria. Total project investment will be recovered (PBP) in 9.87 years and net cash value (NPV) projects amounted to Rp 446.039 billion. Cash value of this project is equivalent to the internal exchange rate (IRR) of 34.15% (before interest), or 27.55% (after interest).

Internal factors that became the strength of the partnership are the land, marketing, finance, credibility to access capital, government relations and public relations. While the factors that are considered to be the weaknesses are experience to build plantation, research and development, and management information system. External factors that become opportunity for partnership is local government support, availability of farmers land, banking support, and the prospects of oil palm. While the factors considered as a threat is political and security situation of the world.

According to the results of QSPM analysis matrix, the prior alternative strategies is the SO (strengths and opportunities) based strategy is maximize cooperation partnerships with the potential of land owned by the community.

Keywords: feasibility, internal and external factors, palm oil, strategic development, the partnership pattern