
This study analyzes the business development of coconut derivative products processing, i.e. processing of cooking oil, coconut husk and coconut shell charcoal. It is an effort to increase value-added commodities and to increase the coconut farmers’ income. The business will be run through a cooperative business entity in order to achieve the effectiveness and efficiency of business. Feasibility analysis results indicate that the three businesses are feasible to be developed in the district of Tanjung Jabung West, where the Net Present Value is positive, are the Net Benefit Cost Ratio greater than 1. The Internal Rate of Return greater than interest actual interest and Payback Period of business is faster than predetermined project period. Development of coconut derivative products processing business based agency cooperative efforts to increase farmers’ income up to 17.48 percent per year. It also increases the absorption of human resources and can enhance regional development through the allocation of SHU by 15 percent to fund education, social and environmental development. In addition, its existence is able to absorb the labor of up to 42 people in each area.