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Raw Material Supply Strategy of Pineapple Leaf to Support Yarn Spinning Industry

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Abstract. Availability of pineapple leaves in Indonesia is amount of 61 277 ha with a weigth of 1 838 280 ton pineapple leaves. Waste of pineapple leaves has value added to be developed into a yarn materials. This research aims to analyze the process technology and the financial of spinning industry establishment, and to establish the strategy of raw material supply. The method used in this study is literature study and interview. The strategy determination uses the method of Fuzzy Analitical Hierarchy Process (FAHP). First scenario, the positive NPV value amounts Rp 7 247 415 037; 80% IRR; and 1.08 Net B/C. Second scenario, NPV shows that the positive value amounts Rp 3 447 238 432; 48% IRR; 1.07 Net B/C. Both scenarios are feasible to be processed. Operational strategies chosen are the subsidy of seed and fertilizer to maximize the leaf pineapple production; and the partnership with the private company to maximize the profit.

Keywords: raw material supply strategy, financial, pineapple leaf fibre, Fuzzy Analytical Hierarchy Process (FAHP)