

**Cost Raising Strategy in Serving Fresh Fruit Breanch of Palm Oil  
(Tandan Buah Segar/TBS) at PKS Lubuk Dalam-PTPN V  
(Study of case at PKS Lubuk Dalam)**

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**ABSTRACT**

This research is aimed to analyze the raise of Fresh Fruit Breanch of Palm Oil supply, production of CPO, and income of Palm Oil Factory before and after the price policy strategi implemented by Palm Oil Factory of Lubuk Dalam vilage, District of Lubuk Dalam and Regency of Siak Sri Indrapura. Is research has been conducted since September 2006 to January 2007. Is research is performed the decree of Team of Cost Determiner of TBS No.20.SEKP/05.DI/UBD.TBS/X/2003 for 21-31 May 2006 periode at the Agricultural Division Office TK.I Province of Riau, but at that time still there is no decision about price of Plasma TBS. After the decree the group of Plasma farmer officially out from the team of cost determiner. PKS Lubuk Dalam (PKS LDA) determines TBS by considering value of BEP, local market price, suggestion of farmer and the planning of PKS work. The rate of incentive verie between 1.79-3.3%, it means that the incentive still under the policy of ministry of agricultural No. 395/Kpts/OT.140/11/2005 which is about the incentive is 4%. The research of study shown that the price fixed by PKS LDAfor incriasing the supply of TBS is 2.17 or  $t_0 : 2.17 \leq t_{\alpha/2} : 2.776$ , where the changing in CPO production is 2.53 or  $t_0 = 2.53 \leq t_{\alpha/2} = 2.776$ , and income that earn is 1.92 or  $t_0 = 1.92 \leq t_{\alpha/2} = 2.776$ . Based on the data statistic test there are change in TBS supply, CPO production and PKS income, aldo all the change as statitistically is insignificant (not real). In other word the price policy has no significant change supply of TBS, the production of CPO and the reveniu of enterprice

**Keyword: Price, Strategi, Input Supply, Target Production and Revenue**

