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Non-financial study on the feasibility of developing a certified oil palm seedling nursery business in Banyuasin Regency

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Abstract

This study aims to analyze the non-financial feasibility of breeding oil palm seedlings certified by CV. Gotama in Banyuasin Regency, South Sumatra. The problem raised in this study is the importance of a comprehensive assessment of the nursery business, not only from a financial point of view, but also from technical, legal, market and marketing, socio-economic, and environmental aspects. This study uses a qualitative descriptive method with a case study approach, and is supported by primary and secondary data that are systematically analyzed. The results of the study show that the technical aspects are in accordance with the operational standards of oil palm nurseries with superior production facilities and seed sources. Legal aspects are fulfilled through business legality, licensing, and labor compliance. The market aspect shows high demand and modern digital-based marketing. Socio-economically, companies contribute to job creation and village economic improvement. From an environmental perspective, the company applies the principles of sustainability and responsible waste management. Based on these results, the seed breeding business by CV. Gotama was declared non-financially feasible and has the potential for long-term sustainability.

Keywords: Banyuasin Regency; Certified Seedlings; Non-Financial Feasibility; Nursery Business; Oil Palm

1. Introduction

Plantations have an important role in the economies of many countries, especially in tropical and subtropical countries. The plantation industry provides employment for millions of people, contributes greatly to the country's export income and is a source of income for many farmers and rural workers (1).

The growth of oil palm in South Sumatra also shows the potential as one of the region's leading commodities that is always increasing every year both in terms of land area and production. Based on 2023 data, this province has an oil palm plantation area of 1.40 million hectares with a production of 4.13 million tons of CPO (2).

South Sumatra Province has shown a strong commitment to producing certified oil palm sprout seeds, for domestic and international needs. Positive developments in the production and export of certified sprout seeds have successfully exported 52,500 seeds of oil palm sprouts of the DxP Sriwijaya variety to Peru and South America. Banyuasin Regency is one of the areas that has a strategic role in the development of the oil palm plantation sector in South Sumatra Province. The supportive geographical location, wide availability of land, and high public interest in developing oil palm plantation businesses make Banyuasin one of the largest oil palm producing areas in the province (3).

Access to locations adjacent to expert institutions such as the Sawan Research Center, the Plantation Plant Seed Certification Supervision Center (BPSBTP) of South Sumatra Province and oil palm sprout seed producers from PT. Bina

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Sawit Makmur is an advantage for seed breeders in Banyuasin Regency so as to facilitate the coordination process regarding the development and sustainability of oil palm plants, especially in terms of oil palm nurseries (4). These preferences are explained rationally if they are associated with agribusiness. A breeder will choose something from a variety of options that are most profitable for him. The resources that individuals possess will determine the preferences of a rational action to achieve the goal.

Banyuasin Regency has superior germination seed producers and oil palm seed breeders, but many farmers do not know the existence of superior seeds available on the market and do not understand the importance of using superior seeds, this is due to the limited information received by farmers. In addition, to obtain superior seeds, farmers must meet several requirements that have been set by the government, which sometimes becomes an obstacle for farmers (5).

The rampant sale of oil palm seeds Illegal as well It is a problem among farmers, because at a relatively cheaper price, some farmers are tempted to buy it without knowing the level of success and losses that will be experienced. Then access to purchase these illegal seeds is quite easy and one of the main factors is the price difference between certified superior seeds and illegal seeds. The price of illegal seeds is relatively cheaper than certified superior seeds, but the quality and legality are not guaranteed so that it can become a problem in the future (6).

Developing a business needs to be analyzed by paying attention to all risks that may occur. To minimize risks and as a material for information, knowledge and considerations in financing the development of a nursery business, research is very necessary, with a measure of criteria related to the feasibility of the oil palm nursery process. To achieve this goal, a business feasibility analysis will be carried out from non-financial aspects (technical, legal, market and marketing, socio-economic and environmental aspects).

2. Material and methods

2.1. Place and Time

This research was carried out on certified oil palm seed breeders in Banyuasin Regency, namely at CV. Gotama, which is located in Banyuasin Regency, is a research location that was deliberately chosen (Purposive) with the consideration that CV. Gotama is the company with the most production in Banyuasin Regency in August 2025.

2.2. Research Methods

The approach used in this study is qualitative descriptive, with the aim of exploring and explaining in depth the phenomena that occur based on empirical data from the field. This research is directed to fully understand the real conditions, meanings, and patterns that develop in the natural context without intervention. This type of research is descriptive, which seeks to reveal facts and information as it is in accordance with real conditions in the field, without manipulating variables. The data sources used in this study are primary and secondary data. Primary data sources were obtained from the results of surveys and direct interviews with seed breeders. Meanwhile, secondary data was obtained from various related agencies, literature and literary sources that were in accordance with the study.

2.3. Sample Withdrawal Method

The sample extraction method to be used in this study is the purposive sampling technique which is a sampling method based on certain considerations or criteria that are relevant to the purpose of the research. The researcher chose a CV. Gotama as the object of study because the company meets the criteria that are considered most appropriate to explore the phenomenon being studied. CV. Gotama was chosen purposively because it is one of the certified oil palm seed breeding companies that has the highest number of seedlings in Banyuasin Regency. In addition, this company is also known to have a captive and seed distribution system that is quite structured and well documented, allowing researchers to obtain complete and in-depth data. The selection of only one company in this study is in line with the case study approach, which aims to comprehensively understand processes and dynamics in a specific context.

2.4. Data Processing Methods

The analysis used in this study is non-financial feasibility which is reviewed from technical, legal, market and marketing, socioeconomic, and environmental aspects analyzed using a descriptive approach. Descriptive analysis is an analysis used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to generality or generalization (7).

3. Results and discussion

CV. Gotama is a commoditer company or business entity engaged in plantation and breeding of oil palm seedlings which was established by Mr. Hasanuddin Sigalingging in 2004 on September 27, 2004 to be precise, located on the Palembang-Jambi Cross Road, Langkan Village, km. 35 Banyuasin III District, Banyuasin Regency, South Sumatra Province. Gotama comes from the word Go which means to go or to and Tama which means good, so Gotama is the breeding of seeds that lead to good.

This company stands on privately owned land with a total land area of 20 hectares, consisting of a pre-nursery land area of 600 M2 and a main nursery of 18 hectares. The land has met the minimum standards for oil palm seed breeding business, which is 2 Ha as stipulated in the technical regulations for seed breeding. Sprout seeds come from producers who have certificates from various official sources such as PT. Bina Sawit Makmur, PT. South Tania, PT. ASD Bakrie Oil Palm Seed Indonesia, PT. PP London Sumatra, the Center for Palm Oil Research and PT. Palma Inti Lestari, which has received a seed business license from the Ministry of Agriculture.

3.1. Non-Financial Feasibility Analysis

In assessing the success of an activity or business, not only financial aspects need to be considered, but also non-financial aspects that include various other important dimensions. The non-financial aspect, the aspects to be analyzed are technical aspects, legal aspects, social and economic aspects, environmental aspects, market spec funds. Non-financial feasibility analysis aims to evaluate the extent to which an activity is acceptable and sustainable from a technical, legal, market and marketing, socioeconomic, and environmental point of view (8).

3.2. Technical Feasibility Aspects

The technical feasibility aspect is one of the important components in assessing the sustainability of the breeding business of certified oil palm seedlings. This includes the suitability of the business location, the availability of land and production facilities, the source of seeds, the technical process in carrying out seedlings to the distribution of seeds to consumers. The production capacity of oil palm seeds per year in CV captivity. Gotama as many as 500,000 seedlings. In this study, the technical aspect was used to determine whether the breeding activities carried out were in accordance with the operational standards and technical regulations set by the Ministry of Agriculture based on the Decree of the Minister of Agriculture of the Republic of Indonesia Number 4/Kpts./KB.020/E/01/2025 concerning Guidelines for the Production, Certification, Circulation and Supervision of Oil Palm Plant Seeds (*Elaeis guineensis Jacq*).

The technical aspect in analyzing the feasibility study is interpreted as providing an explanation of the size of the technical aspects associated with the actual implementation of the project (9). Suitability of the business location, the certified oil palm seed breeding business is located in Langkan Village, Banyuasin III District, Banyuasin Regency, South Sumatra Province. This location is very strategic to be used as a breeding ground for oil palm seedlings because it is close to the official source of oil palm raw materials (sprouts) from the seed producer, PT. Bina Sawit Makmur which is ± 45 km away. The company has good road access to the district and provincial capitals, making it easier to distribute and market seeds. This location is also suitable for the agroclimate for nursery activities, with sufficient rainfall and sunlight intensity to support the growth of oil palm seedlings. The land used for oil palm breeding has a total land area of 20 hectares, consisting of a pre-nursery land area of 600 M2 and a main nursery of 18 hectares, which are privately owned. The area has met the minimum standards required in regulations that have been set by the Ministry of Agriculture, which is at least 2 Ha for seed breeding land. The topography of the land in this company is flat, has road access that is suitable for workers and the surrounding community to pass through and has a good drainage system so that it does not cause flooding during the rainy season and is close to water sources available throughout the year.

The availability of facilities and infrastructure, the company has adequate infrastructure facilities to support nursery activities such as administrative offices, proper road access, fertilizer and pesticide storage warehouses, guard huts, pump machines, water hoses, sprinkles, reservoirs and seed transport equipment. There are also temporary shade facilities for early seedlings, as well as roads wide enough for the mobility of seed transport vehicles. This shows that physically, the facilities owned are in accordance with the technical needs in the current production scale.

The source of seeds, the seeds of oil palm sprouts used for seedling are certified superior sprouts obtained from official producers, namely PT. Bina Sawit Makmur, PT. South Tania, PT. ASD Bakrie Oil Palm Seed Indonesia, PT. PP London Sumatra, the Center for Palm Oil Research and PT. Palma Inti Lestari. Oil palm sprout seeds are purchased accompanied by legality documents and registered batch numbers. The germination survival rate from field observations shows a high success rate, with a growth percentage of 88%. Seeds that do not meet quality standards, such as not uniform, defective or affected by pest and disease attacks are routinely eliminated so as not to affect the quality of other seedlings.

The seeding process, the first step before breeding seeds in the field is to first submit an application for oil palm sprout seeds to the relevant institution according to the order. The requirements for applying for oil palm sprout seeds by attaching a deed of establishment of the company, a seed production business license, NPWP, a letter of cooperation with the variety owner, a seed enlargement plan and an SP2BKS realization report.

The aspect that is very concerned in the oil palm cultivation process is the initial cultivation process, namely oil palm seedling, because in the seedling process there is a process of processing seeds from the seed germination process to become seedlings and develop into ready-to-plant plants, which are 8-10 years old with good plant quality .

Selection of sprout seeds, the technical process begins after the sprout seed order arrives, the received sprouts have a seed quality certificate issued by the seed producer, then stored at a temperature of 23-27°C to maintain their viability. Sprout selection is carried out based on the standard germination criteria and can be clearly distinguished between prospective leaves (plumula) and prospective roots (radicula). Before planting, the selection of sprouts is carried out based on several criteria, namely having healthy radicula that is bright white with a length of about 2-4 cm and is not defective. Seed selection aims to avoid introducing abnormal seeds into the next stage of seeding.

Pre nursery (initial nursery), the nursery location must be with a flat topography or a maximum slope of 5%. The soil used must have a good structure, loose and free of contamination. The polybag used in the initial nursery is at least 12 x 17 cm in size which contains a mixture of topsoil soil, mature manure, and fine sand in a ratio of 3:1:1 The beds are made on a level soil area with the bottom made higher than the soil level to facilitate drainage. The edges of the beds are equipped with boards so that the polybags can be arranged upright and given 50-70% paranet shade to avoid direct exposure to excessive sunlight and rain. Sprouts are planted ±1.5 cm from the ground level and to prevent technical planting errors, it is necessary to adjust the planting layout. For ±3 months, the seedlings are maintained with routine activities such as morning and evening watering using automatic tools or sprinkles, fertilization using NPK fertilizer with an initial dose of 5 grams/seedling every 2 weeks, weeding weeds, and pest and disease control using pesticides with active ingredients according to the recommended dosage. Finally, pre-nursery seed selection to avoid the transport of abnormal seedlings to the main nursery stage. The characteristics of abnormal seedlings are abnormalities in the formation of florophils on the leaf fronds and seedlings that grow dwarf. Seedlings that are ready to be transplanted to the main nursery are at least 3 months old with a minimum number of leaves of 3 leaves and open perfectly.

Main nursery (main nursery), after reaching the age of 3 months and having 3-4 leaves, the seedlings are transferred to a large polybag of ± size of 40 x 50 cm with a planting medium rich in organic matter and loose structure. The main nursery location is on open flat land with good drainage. The seedlings will be kept for ± 6-12 months until they are ready to be distributed. Watering is done every morning and evening using sprinkles. Advanced fertilization with a dose increased to ±15 grams/ seedlings every month using NPK Mutiara. Seeds are said to be ready to be channeled if they meet the standard specifications, namely the seeds grow healthily, are not attacked by pests and diseases and have been certified and marked with a blue label.

Nursery management is very necessary because it is the first step to prepare healthy and quality planting materials and in its implementation the nursery must be carried out according to the technical specifications and follow the rules that have been determined (10).

Certification and labeling, the seeds to be distributed must be certified by the Plant Seed Supervisor (PBT) from the UPTD BPSBTP South Sumatra. The certification process can be submitted by the applicant to the South Sumatra Provincial UPTD and reported to the Central UPT. Oil palm seedlings are declared ready for channeling if they are 6-12 months old since the sprouts are planted, with a plant height criterion of 80-100 cm, have a minimum of 6 leaf fronds, free from pests and diseases, a strong root system and stable planting media, then aunts are ready to be resorted and neatly packaged for the distribution process. The seeds to be distributed must go through the certification process and be labeled with a blue label as an official sign that the seeds are distributed. The oil palm seed label is light blue which includes the certificate number, serial number, plant type and variety, seed class, seed volume, end of seed circulation and breeder address.

3.3. Legal Feasibility Aspects

The law is an important part in assessing the legality of business activities, including the business of breeding oil palm seeds. This aspect includes all forms of compliance with applicable laws, ranging from the status of business entities, land ownership, legality of seed sources and other technical permits. (11) Explain that legal and regulatory aspects are in accordance with legal provisions and are able to meet all licensing requirements in the local area.

The purpose of the legal aspect in the business feasibility study aims to analyze in depth the documents owned against the applicable regulations and laws by examining the validity, authenticity, and perfection of the documents.

Based on the results of the research, the oil palm seed breeding business carried out by CV. Gotama already has the legality of a business entity in the form of a Commanditaire Vennootschap (CV) which is officially registered with the Ministry of Investment through the South Sumatra Province Investment and One-Stop Integrated Services Office with a Business Identification Number (NIB) 9120000932396 issued through the Online Single Submission (OSS) system and Seed Production Business License (IU-PBTP) Number: 0130/DPMPTSP. V/III/202. With the legality of this document, CV. Gotama has been legally recognized as a business actor and can carry out business activities in the field of oil palm seed breeding.

This captivity is carried out on privately owned land with proof of ownership in the form of a Certificate of Ownership (SHM) and the legality of the company as evidenced by the company's deed of establishment. This legal status is important because it is one of the mandatory requirements in applying for a license as a seed breeder. The land used has been in accordance with its designation because it is not in a forest area, protected area and the status of disputed land. This shows that the land has met the provisions set out in land and spatial planning regulations. Furthermore, in the CV nursery process activities. Gotama has obtained an official license as a seed breeder from the UPTD of the South Sumatra Provincial Plantation Seed Supervision and Certification Center, this permit was obtained after going through a technical and administrative verification process by the supervisory team. This legality gives authority to CV. Gotama to produce and distribute certified oil palm seedlings. All oil palm sprouts used are accompanied by legal documents in the form of labels and seed quality certificates that guarantee the purity of their genetic quality.

The principles applied in employment also meet the applicable basic provisions, among others, by paying attention to local labor principles, work safety, and the provision of wages according to regional minimum standards bound by written agreements and there has never been a violation of the law in the event of labor conflicts during business activities.

Based on the data that has been submitted, it can be concluded that the business of breeding oil palm seeds by CV. Gotama has fulfilled all the required legal aspects. Starting from the legality of business entities, land ownership, captivity permits, to the legality of germination seed sources and employment procedures. This legal aspect that is fulfilled provides a strong basis for the long-term sustainability of the business, as well as gives confidence to farmers, consumers, cooperatives, and the government, that this business is run professionally and legally according to applicable law.

3.4. Market Feasibility and Marketing Aspects

The market aspect is an important aspect to see the opportunities and potential for farming development, because it is related to consumer demand and supply for the products needed (12). The sustainability prospects of the certified oil palm seed breeding business are also measured by the market and marketing systems carried out, as they are directly related to consumers. Oil palm seeds are sold to various consumer segments, ranging from individual farmers, farmer groups, to village unit cooperatives (KUD) located in the Banyuasin Regency area and from outside the area in South Sumatra, even outside the province. This shows that the scope of seed marketing is quite wide and not limited geographically, thus enlarging future marketing opportunities .

The company is actively involved in the cooperation of the national People's Oil Palm Replanting (PSR) program, which is a government assistance program to replace old oil palm plants with new superior certified oil palm plants. This program opens up huge market opportunities because participants in PSR activities are required to use certified seeds from official breeders. CV. Gotama since 2017 has established partnerships with a number of cooperatives to meet the needs and distribute seeds through a contractual cooperation mechanism. At its peak in 2024, the company will produce 450,000 seedlings, distributed through the PSR contract scheme and sales to independent smallholders. This shows that the demand for superior oil palm seeds is not only stable, but also increasing from year to year, indicating a high market.

CV marketing strategy. Gotama not only relies on conventional methods through direct visits to the seedling breeding sites, but also utilizes digital media. Marketing is carried out through social media platforms such as Instagram, Facebook, and WhatsApp Business as well as official websites that contain product information, order flows, and company contacts. The digitalization of marketing used has a great influence on today's consumer behavior who increasingly rely on online information for purchasing decision-making. The use of digital media in agricultural seed marketing can increase the effectiveness of promotions, expand market reach, and increase transparency and consumer trust. This is in line with the condition of CV. Gotama who has done modern marketing (13).

Good relationships with consumers are also important social capital in marketing strategies. Many CV consumers. Gotama, which is a regular customer or the result of recommendations from previous buyers, indicates a high level of satisfaction with the quality of the company's seeds and services. Promotional activities are also carried out through participation in the forum of plantation seed breeders associations and collaboration with the Provincial and District Plantation Offices. With this approach, the company not only sells products, but also builds long-term relationships and strengthens the reputation of the business.

Based on the data on seed production and distribution, as well as the growing market reach, it can be concluded that the market and marketing aspects in the oil palm seed breeding business are certified by CV. Gotama is very decent. High demand, extensive network of partners, support from the PSR program, and an adaptive marketing strategy for information technology are key factors in the success of this business in accessing and maintaining market share. It is necessary to develop a more interactive online-based information system, such as a digital ordering application or online booking and a real-time seedling stock tracking system to increase the efficiency and competitiveness of market competition. This is in line with the research conducted the feasibility analysis of market and marketing aspects has gone well so that it can be said that this business is feasible to run (14).

3.5. Socio-Economic Feasibility Aspects

The dimension that also plays an important role in assessing the extent to which business activities can contribute to the environment around the company is the socio-economic aspect. CV. Gotama as a company engaged in the breeding of certified oil palm seedlings shows a significant socio-economic impact on the local community. All workers involved in breeding seedlings starting from land preparation to ready to be distributed using labor from the local community. This recruitment of local workers creates jobs that directly help reduce the unemployment rate in the villages around the company's location. In addition to the direct impact in the form of employment, the existence of companies also has a multiplier effect on the economic activities of citizens. Around the location of the company, various other business activities are growing that support the operations of breeding seeds and road users, such as food stalls that serve workers and road users from various regions across Sumatra, then there is a tire paste workshop business to a food stall that is a place to shop for daily needs of the community and workers.

The feasibility of socio-economic and environmental aspects can be seen from the empowerment of the workforce, especially women from the community around the business location. This will of course increase their household income which is expected to improve their welfare (15).

Road access to the breeding location to support the distribution of seeds is also enjoyed by residents as the main route and throughout, thus facilitating mobility and connecting between previously isolated areas. In addition, the land around the nursery site that is overgrown with grass and is not used intensively is used by residents to find animal feed for free, which helps reduce the production costs of local farmers. Indirectly, this breeding business activity also plays a role in strengthening the village economy. In accordance with the conditions around the company, people not only get direct jobs, but also gain new economic opportunities from derivative activities such as logistics, consumption, and the provision of other goods and services. In addition, the company shows social compliance by maintaining good relations with residents and not causing social conflicts related to land use or labor.

The company actively contributes to social development in the surrounding environment, by participating in the construction of worship facilities around the business location, showing concern for the spiritual and social life of the community. If there are village development activities or other urgent needs, the village often involves companies to provide financial assistance and companies respond positively as a form of social responsibility. The company's involvement in social activities is also seen through its participation in national day commemorations, as well as in the community's regular religious activities. The company's involvement in social activities in the surrounding environment greatly affects the level of public acceptance of the existence of a business (16). This not only strengthens the social relationship between the company and the community, but also creates a conducive atmosphere for business continuity in the long term.

The existence of companies in terms of regional economic contribution can support the resilience and independence of local seeds. The need for superior seeds certified in the People's Oil Palm Replanting (PSR) program can be met from within the region, without having to depend on the area of the province. This is very much in line with the context of the resilience of the South Sumatra plantation sector, which is one of the national palm oil barns. By meeting the needs of quality seeds from within, businesses like this support transportation cost efficiency, accelerate distribution and ensure that seeds reach farmers in good condition and ready to plant.

This oil palm seed breeding business is not only profitable internally, but also provides external benefits to the surrounding community and contributes to building the village economy in a sustainable manner. Taking into account all these contributions, the social and economic aspects of the oil palm seed breeding business by CV. Gotama is very decent. Social implications such as community revenue, job provision and contribution to the local economy are added values that strengthen the long-term sustainability of the business.

3.6. Environmental Feasibility Aspects

Environmental feasibility aspects are also important things that must be analyzed in business feasibility studies, especially in the agribusiness sector such as oil palm seed breeding. Sustainable business is not only assessed in terms of financial profits, but also measured the extent to which these business activities can maintain environmental balance and not cause negative impacts on the surrounding ecosystem. CV. Gotama has carried out operational practices that pay attention to environmental rules in nursery activities.

The environmental aspect in this business feasibility study is an aspect that includes the analysis of the positive or negative benefits provided by a business to a surrounding environment and this can be a benchmark to declare the feasibility of a business.

The efforts made by the company in maintaining environmental sustainability in the nursery process are the use of pesticides in accordance with the recommended dosage. The application of this principle aims to avoid environmental pollution due to excessive chemical residues and prevent pest resistance to pesticide active ingredients. The company has technical guidelines in the use of pesticides as a reference for application in the field and has officers who are equipped with technical knowledge regarding the correct dose, application time and technical spraying. By following these standards, the company ensures that the use of pesticides is within safe limits, both for plants, workers, and the surrounding environment. In addition, solid waste management is also a major concern in seed breeding activities. Waste in the form of used polybags, empty pesticide bottles and other packaging residues is not left behind, but is collected periodically and placed in a special disposal according to the classification of waste types. Some materials can be reused, such as used polybags that are still suitable for use. The implementation of good waste management in the nursery environment shows the company's commitment to the principles of environmental sustainability. Studied on environmental aspects about the benefits and risks received by the owner, government, surrounding community and the environment (17).

The company runs a seed breeding business on land that has been in accordance with its designation, not in a protected forest area and does not open new forest areas, so as not to cause ecological damage. Nursery is managed intensively by paying attention to water and soil conservation aspects by providing adequate drainage and maintaining shade vegetation around the work area by planting protective plants, fruits and herbs.

In previous years, the preparation of Environmental Management Statement Letters (SPPL) documents has not been required for small and medium-scale business actors, including in the seed breeding sector. However, with the issuance of Government Regulation Number 28 of 2025 concerning Risk-Based Business Licensing and Environmental Management, the government began to promote socialization from the end of June 2025 on the obligation to prepare SPPL documents for small and medium business actors.

SPPL documents are part of business licensing that is integrated through the OSS (Online Single Submission) system that can be submitted online. Only officially registered companies are granted access to integrate SPPL documents into the OSS system. CV. Gotama as an officially registered company positively welcomes this provision, by showing its commitment to immediately follow up on the regulation in accordance with the provisions, and will follow the directions and procedures set by the government to ensure sustainable, legally orderly and environmentally sound business activities.

The company not only fulfills the administrative obligations of documents, but also applies environmental ethics in its daily practice. Watering activities are carried out efficiently using sprinklers to save water use. No practices of dumping waste into waters or burning open waste that can pollute the air have been found. Some of these aspects considerations, it can be concluded that the oil palm seed breeding business carried out by CV. Gotama is in the decent category. The Company has carried out operations in accordance with procedures and pays attention to the principles of environmental sustainability, as well as adopters of waste management practices with responsibility. This is not only important for maintaining ecological balance, but also an absolute requirement for the long-term sustainability of the business.

4. Conclusion

The oil palm seed breeding business carried out by CV. Gotama was declared feasible from all non-financial aspects analyzed, including technical, legal, market and marketing, socio-economic, and environmental aspects. From the technical side, nursery activities have been carried out in accordance with operational standards and applicable regulations, with the support of facilities, superior seed sources, and adequate infrastructure. Legally, the company has fulfilled all legalities, from business entities to official breeding permits. The market and marketing strategies implemented are highly adaptive to digital developments, reaching wide consumers to outside the province. From the socio-economic aspect, this business has a positive impact through job creation and a double effect on the village economy. Meanwhile, from the environmental aspect, nursery activities are carried out by paying attention to the principles of sustainability, waste management, and compliance with environmental regulations. This shows that CV. Gotama has been running the business professionally, legitimately, and sustainably.

To strengthen the competitiveness and sustainability of the business in the future, CV. Gotama is advised to develop a more interactive digital-based information system, such as a seed ordering application, real-time stock tracking, and online consultation features for customers.

Compliance with ethical standards

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Disclosure of Conflict of interest

No conflict of interest to be disclosed.

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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