

## DAFTAR SINGKATAN

Singkatan	Istilah	Halaman Pertama Muncul
<i>ICO</i>	<i>International Coffee Organization</i>	1
PR	Perkebunan Rakyat	2
<i>SOP</i>	<i>Schedule Operating Procedure</i>	9
<i>PBP</i>	<i>Payback Period</i>	23
<i>NPV</i>	<i>Net Present Value</i>	23
<i>IRR</i>	<i>Internal Rate Of Return</i>	24
<i>MARR</i>	<i>Minimum Attractive Rate Of Return</i>	24
PDRB	Produk Domestik Regional Bruto	37
STP	<i>Segmentation, Targeting, and Positioning</i>	56
Rm	Return Portofolio Yang Diharapkan	82
Rf	Tingkat Return Bebas Risiko	82
Rd	<i>Bank Loan Interest Rate</i>	82
Ri	<i>Cost of equity</i>	82
SNI	Standarisasi Nasional Indonesia	88