**Investment Feasibility and Marketing of Mangosteen Commodity at Olumokunde Village, East Pamona District,**

**Poso Regency**

Marianne Reynelda Mamondol, Program Studi Agribisnis Fakultas Pertanian Universitas Kristen Tentena, Indonesia

E-mail address : mariannemamondol@gmail.com\*

**Abstract**. This research aims to analyze the investment and marketing feasibilities of mangosteen commodity at Olumokunde Village, East Pamona District, Poso Regency. Research respondents as many as 60 farmers were determined through stratified sampling technique. Data collection was done through observations, interviews, filling out questionnaires by respondents, and documentary study. Research results demonstrate that mangosteen farms meet investment feasibility as shown by indicators such as farm income value, R/C ratio, NPV, IRR, gross B/C ratio, net B/C ratio, profitability ratio, payback period, and farm sensitivity on the changes of cost production, selling price, and mangosteen production. There are two models of mangosteen fruit marketing channel at Olumokunde : 1) direct marketing from farmers to consumers, and 2) indirect marketing through fruit wholesalers. The conclusion is that mangosteen agribusiness development needs regional government intervention in the forms of facility and infrastucture provisioning as well as supply chain strengthening in order to create large-scale, economical, and highly competitive farms.