

ABSTRAK

Novi Dwi Handayani, NIM: 1820310109, “Analisis Kelayakan Bisnis dalam Pengembangan Usaha Ari Bakery & Cake”

Penelitian ini memiliki suatu tujuan untuk menganalisis kelayakan bisnis pada usaha Ari Bakery & Cake. Metode pengumpulan data yang digunakan dengan cara observasi, wawancara, dokumentasi, dan studi literatur. Teknik analisisnya melalui penelitian kualitatif dengan menggunakan metode analisis deskriptif yaitu menganalisis kelayakan bisnis pada Ari Bakery & Cake ditinjau dari aspek hukum, pasar dan pemasaran, teknik dan operasional, manajemen sumber daya manusia, keuangan serta aspek ekonomi serta lingkungan.

Berdasarkan hasil penelitian dari aspek hukum Ari Bakery & Cake tidak layak dijalankan karena belum mampu memenuhi kelayakan bisnis hukum diwilayah usahanya, aspek pasar dan pemasaran layak dijalankan, namun perlu perluasan saluran pemasaran. Aspek operasional layak dijalankan karena dalam faktor pemilihan lokasi usahanya telah tepat, ketersediaan bahan baku, dan dapat memanfaatkan teknologi yang ada. Aspek manajemen sumber daya manusia layak dijalankan karena telah memenuhi kelayakan karena telah terdapat kesiapan tenaga kerja. Hasil analisis aspek keuangan menggunakan metode penilaian investasi menunjukkan bahwa usaha ini dikatakan layak berdasarkan perhitungan *Net Present Value* (NPV) = 140.609.724,125. Hasil *Payback Period* (PP) 9 bulan, 22 hari. Nilai *Profitability Index* (PI) < 1 (satu) yaitu 2,171 dan nilai *Internal Rate of Return* (IRR) nya 11,4076% $<$ tingkat keuntungan yang diinginkan yaitu 11%. Serta dalam aspek sosial ekonomi dan lingkungan Ari Bakery & Cake dinyatakan layak karena terdapat pengaruh positif dari masyarakat, dan lingkungan usahanya tidak mencemari lingkungan.

Kata Kunci : Kelayakan Bisnis, Studi Kelayakan Bisnis, Kelayakan Usaha

ABSTRACT

Novi Dwi Handayani, NIM: 1820310109, “Business Feasibility Analysis in Business Development Ari Bakery & Cake Business”

This study aims to analyze the business feasibility of the Ari Bakery & Cake business. Data collection methods were carried out by means of observation, interviews, documentation, and literature studies. Data analysis techniques through qualitative research using descriptive analysis methods, namely analyzing business feasibility at Ari Bakery & Cake in terms of legal, market and marketing aspects, engineering and operations, human resource management, finance and economic and environmental aspects.

Based on the results of research from the legal aspect of Ari Bakery & Cake it is not feasible to run because it has not been able to meet the legal business feasibility in its business area, market and marketing aspects are feasible, but need to expand marketing channels. The operational aspect is feasible because in terms of choosing the right business location, the availability of raw materials, and being able to take advantage of existing technology. The aspect of human resource management is feasible because it has met the feasibility because there is already a prepared workforce. The results of the financial aspect analysis through the investment appraisal method show that this business is said to be feasible based on the calculation of Net Present Value (NPV) = 140,609,724,125. Results Payback Period (PP) 9 months, 22 days. The Profitability Index (PI) value < 1 (one) is 2.171 and the Internal Rate of Return (IRR) value is 11.4076% $<$ the desired profit rate is 11%. And in the socio-economic and environmental aspects, Ari Bakery & Cake was declared feasible because there was a positive influence from the community, and the business environment did not pollute the environment.

Keywords : Business Feasibility Study, Business Feasibility Study, Business Feasibility