

Eka Novita Kurniawati. 2023. Financial Feasibility Analysis and Business Sensitivity of Iodized Salt Production Development in Koperasi Industri Laut Biru Labuhan Kuris Village, Lape District, Sumbawa Regency. Supervised by Antik Suprihanti and Agus Santosa.

ABSTRACT

This research aims to: 1) analyze the financial feasibility of iodized salt production development in Koperasi Industri Laut Biru and 2) analyze the sensitivity level of iodized salt production development in Koperasi Industri Laut Biru (scenario: decreasing of product price and the rising of raw material price) . This study uses a quantitative research method. The location determination method is carried out using a case study approach. Respondent selection is done purposively there were the chief and head production of koperasi Industri Laut Biru. The data types and sources used include primary and secondary data. Data collection methods encompass observation, interviews, and documentation. Data analysis techniques employed in this study include 5 criteria (Net Present Value (NPV), Payback Period, Internal Rate of Return (IRR), Gross B/C, and Net B/C) and sensitivity analysis. The conclusions showed that 1 The financial feasibility of developing iodized salt production in the Blue Sea Industry Cooperative, based on the results of financial feasibility criteria analysis (NPV, Gross B/C, Net B/C, IRR, PBP), is viable for implementation. 2) the financial feasibility of developing iodized salt production in the Blue Sea Industry Cooperative remains insensitive to a 2.78% decrease in selling prices or a 16.67% increase in raw material prices since the business remains viable for implementation.

Keywords : Iodized salt, net present value, payback period, internal rate of return, net b/c ratio, sensitivity analysis.

Eka Novita Kurniawati. 2023. Analisis Kelayakan Finansial dan Sensitivitas Usaha Pengembangan Produksi Garam Beryodium di Koperasi Industri Laut Biru Desa Labuhan Kuris Kecamatan Lape Kabupaten Sumbawa. Dibimbing oleh Antik Suprihanti dan Agus Santosa.

ABSTRAK

Penelitian ini bertujuan untuk: 1) menganalisis kelayakan keuangan pengembangan produksi garam beriodium di Koperasi Industri Laut Biru dan 2) menganalisis tingkat sensitivitas pengembangan produksi garam beriodium di Koperasi Industri Laut Biru (skenario: penurunan harga produk dan kenaikan harga bahan baku). Studi ini menggunakan metode penelitian kuantitatif. Metode penentuan lokasi dilakukan dengan pendekatan studi kasus. Pemilihan responden dilakukan secara purposif yaitu kepala dan kepala produksi Koperasi Industri Laut Biru. Jenis data dan sumber data yang digunakan meliputi data primer dan data sekunder. Metode pengumpulan data mencakup observasi, wawancara, dan dokumentasi. Teknik analisis data yang digunakan dalam penelitian ini mencakup 5 kriteria : *Net Present Value (NPV)*, *Payback Period (PBP)*, *Internal Rate of Return (IRR)*, *Gross B/C*, *Net B/C* dan analisis sensitivitas. Kesimpulan penelitian ini adalah 1) Kelayakan finansial usaha pengembangan produksi garam beryodium di Koperasi Industri Laut Biru berdasarkan hasil analisis kriteria kelayakan finansial (NPV, Gross B/C, Net B/C, IRR, PBP) adalah layak untuk dilakukan. 2) Kelayakan finansial pengembangan usaha produksi garam beryodium di Koperasi Industri Laut Biru ketika terjadi penurunan harga jual sebesar 2,78% maupun kenaikan harga bahan baku sebesar 16,67% tidak sensitif karena usaha tersebut tetap layak untuk dilakukan.

Kata kunci: Garam beryodium, *net present value*, *payback period*, *internal rate of return*, *net b/c ratio*, analisis sensitivitas.