

ABSTRAK

PT Indonesia Stanley Electric merupakan perusahaan produsen suku cadang *headlamp* kendaraan bermotor yang sedang melakukan pengembangan sistem pada divisi produksi yang bernama Touch-I System. Dengan adanya pengembangan sistem tersebut PT Indonesia Stanley Electric mengeluarkan biaya yang besar sehingga diperlukan analisis kelayakan investasi TI. Tujuan dari penelitian ini adalah untuk mengetahui kelayakan pengembangan Touch-I System, apakah layak untuk dilanjutkan pengembangannya atau tidak berdasarkan analisis yang dilakukan menggunakan metode *Cost Benefit Analysis*. Objek dari penelitian ini adalah Touch-I System milik PT Indonesia Stanley Electric.

Pada penelitian ini menggunakan metode *Cost Benefit Analysis* untuk membandingkan antara komponen biaya yang dikeluarkan dengan manfaat yang didapatkan dan nantinya dinilai kelayakannya dengan membandingkan kriteria perhitungan seperti *Net Present Value* (NPV), *Payback Period* (PP), *Return On Investment* (ROI), *Internal Rate Of Return* (IRR), *Profitability Index* (PI), serta *Benefit Cost Ratio* (BCR). Sumber data yang digunakan sebagai acuan penelitian ini terbagi menjadi data primer dan sekunder. Data primer diperoleh melalui tahapan wawancara, arsip anggaran biaya PT. Indonesia Stanley Electric, serta observasi sedangkan data sekunder diperoleh melalui tahapan studi literatur.

Kesimpulan dari penelitian ini adalah mengetahui bahwa PT Indonesia Stanley Electric mendapatkan keuntungan sebesar Rp47.914.315.724 selama proyeksi waktu 5 tahun. Dari hasil tersebut didapatkan manfaat sebesar Rp82.289.093.347 dan biaya yang dikeluarkan sebesar Rp34.374.777.623. Dari hasil perhitungan alternatif didapatkan nilai *Net Present Value* sebesar Rp36.774.600.930,80, nilai *Profitability Index* sebesar 3,3406, nilai *Internal Rate Of Return* sebesar 62,70%, nilai *Return On Investment* sebesar 139,388%, nilai *Benefit Cost Ratio* sebesar 2,171, serta Touch-I System ini diproyeksikan dapat mengembalikan modal investasi atau *Payback Period* selama 1 Tahun 9 Bulan 1 Minggu. Dari hasil analisis menggunakan metode *Cost Benefit Analysis* dapat disimpulkan bahwa proyek investasi Touch-I System layak untuk dilanjutkan.

Kata kunci: *Cost Benefit Analysis*, Analisis Kelayakan, Investasi Teknologi Informasi

ABSTRACT

PT Indonesia Stanley Electric is a manufacturer of automotive headlamp parts that is developing a system in its production division called Touch-I System. With the development of the system, PT Indonesia Stanley Electric incurred large costs so that an analysis of the feasibility of IT investment was needed. The purpose of this research is to determine the feasibility of developing the Touch-I System, whether it is feasible to continue its development or not based on the analysis carried out using the Cost Benefit Analysis method. The object of this study is the Touch-I System owned by PT Indonesia Stanley Electric.

In this research, the Cost Benefit Analysis method was used to compare the cost components incurred with the benefits obtained and later assessed their feasibility by comparing calculation criteria such as Net Present Value (NPV), Payback Period (PP), Return On Investment (ROI), Internal Rate Of Return (IRR), Profitability Index (PI), and Benefit Cost Ratio (BCR). The data sources used as a reference for this research are divided into primary and secondary data. Primary data was obtained through the interview stage, the cost budget archive of PT. Indonesia Stanley Electric, as well as observation while secondary data was obtained through the literature study stage.

The conclusion of this research is to know that PT Indonesia Stanley Electric earned a profit of IDR 47,914,315,724 during a projected time of 5 years. From these results, benefits of IDR 82,289,093,347 were obtained and costs incurred were IDR 34,374,777,623. From the results of alternative calculations, the Net Present Value value was obtained of IDR 36,774,600,930.80, the Profitability Index value of 3.3406, the Internal Rate Of Return value of 62.70%, the Return On Investment value of 139.388%, the Benefit Cost Ratio value of 2.171, and the Touch-I System is projected to be able to return investment capital or Payback Period for 1 year 9 Month 1 Week. From the results of the analysis using the Cost Benefit Analysis method, it can be concluded that the Touch-I System investment project is worth continuing.

Keyword: Cost Benefit Analysis, Feasibility Analysis, Information Technology Investment