

ABSTRAK

Penelitian ini dilakukan di Kecamatan Cilegon. Tujuan dari penelitian ini adalah menentukan kelayakan mengenai pendirian usaha pengolahan batu bata merah berdasarkan aspek finansial (keuangan) dan non finansial yang meliputi aspek pasar, aspek manajemen, dan aspek teknis. Berdasarkan survey pendahuluan, terdapat peningkatan penggunaan lahan dari tahun 2009 hingga 2014 sebesar 936 Ha.

Analisis kelayakan pendirian usaha ini terlebih dahulu dengan melakukan wawancara secara terbuka kepada pemilik usaha sejenis yang telah ada. Yang kemudian dilakukan analisis berdasarkan aspek finansial (keuangan) dan non finansial yang meliputi aspek pasar, aspek manajemen, dan aspek teknis. Penilaian kriteria investasi dilakukan dengan metode *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Payback Period* (PP), dan *Profitability Index* (PI).

Berdasarkan hasil pengolahan data yang dilakukan, maka didapatkan hasil perhitungan NPV sebesar Rp 92.282.150, hasil perhitungan IRR sebesar 42,91%, hasil perhitungan PP sebesar 1 tahun 11 bulan, dan hasil perhitungan PI sebesar, 1,85. Berdasarkan hasil tersebut, maka analisis kelayakan pendirian usaha pengolahan batu bata merah dilihat dari aspek finansial (keuangan) dan non finansial yang meliputi aspek pasar, aspek manajemen, dan aspek teknis layak untuk dijalankan.

Kata Kunci: Analisis kelayakan, *Net Present Value*, *Internal Rate of Return*, *Payback Period*, *Profitability Index*

ABSTRACT

This research was conducted in the District of Cilegon. The purpose of this study was to determine the feasibility of the establishment of a red brick processing business based on financial aspects (financial) and nonfinancial which includes aspects of market, management, and technical aspects. Based on the preliminary survey, there is an increase in land use from 2009 to 2014 amounted to 936 ha.

Analysis of the feasibility of establishing this first attempt to conduct interviews open to the kind of business owners who have been there. Which then conducted an analysis based on the financial aspects (financial) and non-financial, covering the aspects of the market, management aspects, and technical aspects. Assessment criteria for the investment made by the Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP), and Profitability Index (PI).

Based on the results of the data processing is done, then the calculation results obtained Rp 92.282.150 NPV, IRR calculation result of 42,91%, the results of the calculation of the PP of 1 years and 11 months, and the results of calculation of PI, 1,85. Based on these results, the analysis of the feasibility of establishing a red brick processing business seen from the financial aspects (financial) and nonfinancial which includes aspects of market, management, and technical aspects feasible.

Keywords: *Feasibility Analysis, Net Present Value, Internal Rate of Return, Payback Period, Profitability Index*