

ABSTRACT

DIAN ANDIKA PRATAMA, *Financial Analysis Industry Bintang Terang In Banyuraden village Gamping Sleman Yogyakarta. Supervised by **BUDIARTO** and **INDAH WIDOWATI**. This study aims to analyze the feasibility of industrial Bintang Terang of the financial aspects. Analyze the sensitivity of the industry to know if there is a decrease in production and increase the value of the variable costs. To analyze the feasibility of using the financial aspects of the business eligibility criteria consisting of the Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit Cost Ratio (Net B/C), Sensitivity Analysis. Industrial feasibility analysis of the financial aspects of the industry results deserve to be run with the results of the NPV of Rp. 849.935, IRR of 14,46%, Net B/C of 2,36. Sensitivity analysis gives results that are not sensitive industry and obtain a positive NPV value of Rp. 34.137 in the event of increase in raw material costs by 3% soy. If there is an increase in raw material costs by 7% soy will make sensitive industries with negative NPV Rp. -3.189.921. From the results of the sensitivity on the condition of impairment sales by 1% give a positive NPV of Rp. 1.353.827 gives results that are not sensitive industry, but if there is a decrease of 5% of sales value, industry suffered losses with a negative NPV of Rp. -9.315.185 And provide results that are sensitive to the state of the industry.*

Keywords: Feasibility Analysis, Financial Analysis, Sensitivity Analysis