

## ABSTRACT

*Development of culinary business in Yogyakarta, improving competitiveness the increasingly high also between businessmen kuliner. Business development are carried between another conducting repairs a feeding place for existing and establish a new branch. The Rumah Makan Angkring Jentik businessman planning to develop their business with erect branches in the form of an outlet. The outlet is expected to be able to increase profit and can compete with other culinary businesses. Because it is necessary to do the analysis of the level of worthiness to establish the outlet of the problem.*

*A feasibility study is a very important aspect in terms of establishment or the development of a business. A feasibility study is a study learn about whether or not worthy of a business established or developed. In this research, will kinds of analyses investment outlet Angkring Jentik to investigate worthy or not worthy of desiring was established. Analysis conducted include analysis aspects of the market, the technical aspects, the aspect of management, the aspect of financial and environmental aspects.*

*Evaluation of results obtained that investing the business development of the establishment of an outlet Angkring Jentik worthy seen on the aspect of the market was still there are business opportunity with increasing demand, on the technical aspects, a location setrategis selected at Pakualaman Yogyakarta, in the field and equipment that support the establishment of an outlet. On the management of labor prepared beforehand be able to support the establishment of an outlet; in the aspect of financial with criteria of judgment investment obtained for the value of the net present value positive Rp.48.695.277, internal rate of return & gt; 12 % of 63 %, payback period: 1 year 11 month, and profitability index > 1 is 5 %. Analysis of sensitivity to a decrease of revenue of about 20 %, 40 %, 50 % not sensitive, while the increase in operational cost 5 % not sensitive, 10 % sensitive. On analysis of the environmental aspects outlet Angkring Jentik giving priority to keeping clean place, with cleanliness so that overall outlet Angkring Jentik is considered feasible to established.*

*Keywords: feasibility business, investment criteria, sensitivity analysis.*