

## INTISARI

Penelitian ini melakukan analisis penggunaan tertinggi dan terbaik (HBU) pada lahan kosong dengan luas 9.300 m<sup>2</sup> yang terletak di Dusun Krajan, Kelurahan Wedomartani, Kecamatan Ngemplak, Kabupaten Sleman, Provinsi Daerah Istimewa Yogyakarta. Analisis yang digunakan dalam penelitian ini antara lain analisis kelayakan fisik, analisis kelayakan peraturan, analisis kelayakan finansial, dan analisis produktivitas maksimum menggunakan *Net Present Value* (NPV), *Return of Investment* (ROI), *Payback Period* (PP), dan *Internal Rate of Return* (IRR). Data yang dianalisis terdiri dari data primer dan data sekunder.

Berdasarkan hasil analisis yang telah dilakukan oleh peneliti, pengembangan dengan penggunaan tertinggi dan terbaik adalah pengembangan *sport center* dengan nilai NPV sebesar Rp544.207.702. Selain itu, dilakukan analisis untuk mengetahui preferensi pihak PT.XXX terhadap alternatif pengembangan yang meliputi kost eksklusif, restoran, dan *sport center*. Hasil dari analisis menunjukkan bahwa preferensi pihak PT.XXX terhadap alternatif pengembangan yang dipilih adalah kost eksklusif.

***Kata Kunci: Highest and Best Use, Lahan Kosong, Properti, Discounted Cash Flow, Analytical Hierarchy Process***

## **ABSTRACT**

*This study conducted an analysis of the highest and best use (HBU) of vacant land with an area of 9,300 m<sup>2</sup> which is located in Krajan Hamlet, Wedomartani Village, Ngemplak District, Sleman Regency, Yogyakarta Special Province. The analyzes used in this study include physical feasibility analysis, regulatory feasibility analysis, financial feasibility analysis, and maximum productivity analysis using Net Present Value (NPV), Return of Investment (ROI), Payback Period (PP), and Internal Rate of Return. (IRR). The data analyzed consisted of primary data and secondary data.*

*Based on the results of the analysis that has been carried out by researchers, the development with the highest and best use is the development of a sports center with an NPV value of IDR 544.207.702. In addition, an analysis was carried out to find out PT.XXX's preference for development alternatives which include exclusive boarding houses, restaurant and sport centers. The results of the analysis show that PT.XXX's preference for the chosen development alternative is an exclusive boarding house.*

***Keywords: Highest and Best Use, Vacant Land, Property, Discounted Cash Flow, Analytical Hierarchy Process***