

## INTISARI

Penelitian ini bertujuan untuk menentukan tarif sewa pasar dan mengoptimalkan pemanfaatan aset Pemerintah berupa Stadion Sepakbola Maguwoharjo yang terletak di Kalurahan Maguwo Kapanewon Depok Kabupaten Sleman. Analisis dalam penelitian ini meliputi analisis produktivitas, analisis pasar dan analisis kelayakan keuangan dan investasi. Analisis produktivitas meliputi aspek fisik dan lokasi serta ketersediaan sumberdaya yang dimiliki oleh Pemerintah Kabupaten Sleman sehingga diperoleh beberapa alternatif penggunaan yang memungkinkan. Selanjutnya dilakukan analisis pasar yang meliputi analisis permintaan dan penawaran. Terakhir, dilakukan analisis kelayakan keuangan dan investasi untuk setiap alternatif penggunaan. Data yang dianalisis dalam penelitian ini terdiri dari data primer dan data sekunder. Data primer merupakan data yang diperoleh secara langsung melalui wawancara dan observasi. Wawancara dilakukan menggunakan kuesioner sebagai acuan wawancara. Metode pengambilan sampel adalah *purposive sampling*. Observasi diterapkan untuk mengamati kondisi fisik berupa bentuk dan kondisi lahan dan lingkungan di sekitar objek penelitian serta data pasar. Data sekunder diperoleh melalui studi literatur. Penelitian ini dilakukan dengan metode kuantitatif dengan pendekatan data pasar dan pendekatan pendapatan menggunakan metode *Discounted Cash Flow*. Hasil pendekatan data pasar, tarif sewa pasar Stadion Maguwoharjo adalah Rp. 54.590.000,-. Hasil analisis produktivitas properti diperoleh lima alternatif penggunaan yang memungkinkan yaitu parkir inap, lintasan latihan mengemudi, lintasan balap motor, lintasan sepatu roda, dan arena pertunjukan. Hasil analisis kelayakan keuangan dan investasi dengan menggunakan indikator *Net Present Value (NPV)*, *Profitability Index (PI)*, *Payback Period (PBP)*, *Internal Rate of Return (IRR)* maka skema pemanfaatan tersebut dinyatakan layak keuangan dan investasi. Penelitian ini diharapkan dapat menjadi model perhitungan tarif sewa pasar stadion maupun optimalisasi pemanfaatan stadion.

Kata kunci: Stadion Sepakbola, Metode Pendekatan Data Pasar, *Discounted Cash Flow*, *activity based cost*.

## ***ABSTRACT***

This research aims to determine the market rental rate and optimize the utilization of Government assets in the form of Maguwoharjo Football Stadium located in Maguwo Kapanewon Depok Sleman Regency. The analysis in this study includes productivity analysis, market analysis and financial and investment feasibility analysis. Productivity analysis includes physical aspects and location as well as the availability of resources owned by the Sleman Regency Government so as to obtain several possible alternative uses. Furthermore, a market analysis was carried out which included demand and supply analysis. Finally, a financial and investment feasibility analysis was conducted for each alternative use. The data analyzed in this study consists of primary data and secondary data. Primary data is data obtained directly through interviews and observations. Interviews were conducted using a questionnaire as an interview reference. The sampling method was purposive sampling. Observation is applied to observe physical conditions in the form of landforms and conditions, the environment around the research object and market data. Secondary data was obtained through literature study. This research was conducted using quantitative method with market data approach and income approach using Discounted Cash Flow method. The results of the market data approach, the Maguwoharjo Stadium market rental rate is Rp. 54,590,000, -. The results of the property productivity analysis obtained five possible alternative uses, namely parking lots, driving practice tracks, motorcycle racing tracks, roller skating tracks, and performance arenas. The results of the financial and investment feasibility analysis using the Net Present Value (NPV), Profitability Index (PI), Payback Period (PBP), Internal Rate of Return (IRR) indicators, the utilization scheme is declared financially and investment feasible. This research is expected to make a model for calculating stadium market rental rates and optimizing stadium utilization.

**Keywords:** Football Stadium, Market Data Approach Method, Discounted Cash Flow, Activity Based Cost.