

ABSTRAK

Investasi properti adalah aktivitas yang banyak diminati oleh masyarakat Indonesia. Investasi properti yang dapat disewakan antara lain rumah, indekos, apartemen atau jenis bangunan tempat tinggal lainnya. Bangunan-bangunan sewa properti biasanya bukanlah bangunan hijau (*Green Building*) dan kurang efisien dalam penggunaan energi. Indekos menjadi salah satu jasa bangunan sewa yang menawarkan sebuah kamar untuk ditinggali kepada para perantau akan tetapi pada tahun 2024 indekos telah mengalami pergeseran fokus dari tempat tinggal menjadi aspek bisnis semata, dimana mengabaikan nilai-nilai sosial dalam masyarakat seperti pergaulan bebas antara penghuni indekos dari gender yang berbeda. Melalui kuesioner pendahuluan yang dibagikan kepada perantau putri diperoleh adanya minat akan tempat tinggal berupa indekos dengan konsep Syariah dan *Green building*. Hal ini menimbulkan terjadinya *gap analysis* antara jumlah pendatang perempuan dengan ketersediaan indekos putri Syariah ramah lingkungan di Kecamatan Blimbing, Kota Malang.

Penelitian ini merupakan penelitian desain deskriptif kualitatif untuk merancang model bisnis "Sameera Building" yang juga didukung oleh metode kuantitatif. Data yang digunakan dalam penelitian ini adalah data primer yang didapatkan melalui wawancara mendalam kepada ahli arsitektur, ahli Teknik sipil, pemilik indekos putri Syariah, pemilik indekos ramah lingkungan dan pelanggan indekos. Kemudian dengan menyebarkan survei *google form* yang ditujukan kepada perantau putri sebagai target calon pelanggan.

Berdasarkan hasil pada penelitian ini diperoleh peta empati, model bisnis kanvas dan analisis keuangan untuk menjawab apakah bisnis ini dapat memberikan keuntungan menggunakan *Net Present Value* (NPV), *Internal Rate of Return* (IRR), dan *Payback Period* (PP). Hasil kelayakan indekos Sameera Building sangat positif dengan NPV Rp5.134.302.506,61 mencerminkan nilai tambah yang signifikan. IRR sebesar 24% menunjukkan angka lebih tinggi dari suku bunga pasar 1.75% sehingga dikatakan layak investasi. Payback period 3,8 tahun menandakan pengembalian modal dalam waktu relatif singkat. Kesimpulannya, NPV positif, IRR lebih tinggi dari suku bunga dan PBP relatif singkat mendukung kelanjutan proyek Sameera Building.

Kata Kunci : Investasi Properti, Indekos Syariah, Green Building, Model Bisnis Kanvas, Peta Empati, NPV, IRR, PP

ABSTRACT

Property investment is an activity that many Indonesians are interested in. Property investments that can be rented out include houses, boarding houses, apartments or other types of residential buildings. Rental property buildings are usually not green buildings and are less efficient in energy use. Boarding houses are one of the rental building services that offer a room to live in to migrants but in 2024 boarding houses have experienced a shift in focus from a place to live to a purely business aspect, which ignores social values in society such as promiscuity between boarders of different genders. Through a preliminary questionnaire distributed to female migrants, it was found that there was an interest in a place to stay in the form of boarding houses with the concept of Sharia and Green building. This has led to a gap analysis between the number of female migrants and the availability of environmentally friendly Sharia boarding houses in Blimbing District, Malang City.

This study employs a descriptive qualitative approach to design a business model, namely the "Sameera Building," which is also supported by a quantitative method. The data employed in this study was obtained through primary sources, namely in-depth interviews with experts in the fields of architecture and civil engineering, proprietors of female student accommodation, proprietors of environmentally friendly accommodation, and customers of the accommodation. Subsequently, a Google Form survey was distributed to prospective customers, specifically female migrants.

The results of this study yielded an empathy map, a Business Canvas Model (BMC) and financial analysis, which were used to determine whether this business could generate profits using Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP) calculations. The results of the feasibility study for the Sameera Building were highly positive, with an NPV of Rp5,134.302.506,61 which reflects a significant value addition. The Internal Rate of Return (IRR) is 24%, which is higher than the market interest rate of 1.75%. Therefore, it can be concluded that the investment is viable. The payback period is 3.8 years, indicating that the initial capital will be recovered relatively quickly. Consequently, the Net Present Value (NPV) is positive, the IRR is higher than the interest rate, and the Payback Period is relatively short. These factors support the continuation of the Sameera Building project.

Keywords : Property Investment, Sharia Boarding House, Green Building, Canvas Business Model, Empathy Map, NPV, IRR, PP