

## INTISARI

Penelitian ini dilakukan untuk mengidentifikasi kelayakan dari pembangunan kebun dan pabrik kelapa sawit milik BWPT. BWPT berencana memperluas perkebunannya dan membangun pabrik kelapa sawit baru di Kalimantan Timur. Dalam analisis ini aspek-aspek yang dinilai ialah aspek finansial dan aspek nonfinansial. Studi ini menilai kelayakan proyek dari perspektif finansial dan operasional. Analisis finansial menggunakan indikator utama yaitu *profitability index (PI)*, *interest rate of return (IRR)*, *net present value (NPV)*, *payback period (PP)*, *break even point (BEP)* dan analisis profitabilitas (*overall profitability*). Aspek nonfinansial yang digunakan ialah, kelayakan pasar, kelayakan teknis, kelayakan pola bisnis, kelayakan manajemen, dan dampak lingkungan dan sosial. Hasil analisis menunjukkan bahwa proyek pembangunan kebun dan pabrik kelapa sawit BWPT dinilai layak secara finansial. Hal ini didasarkan pada beberapa indikator finansial utama yang menunjukkan potensi keuntungan yang signifikan. Dari segi operasional, BWPT memiliki sumber daya dan fasilitas yang memadai untuk mendukung keberlangsungan produksi. BWPT diproyeksikan dapat mengelola produksi tandan buah segar secara mandiri tanpa tergantung pada pasokan eksternal.

**Kata Kunci:** studi kelayakan, *profitability index (PI)*, *interest rate of return (IRR)*, *net present value (NPV)*, *payback period (PP)*, *break even point (BEP)* dan analisis profitabilitas (*overall profitability*), kelayakan pasar, kelayakan teknis, kelayakan pola bisnis, kelayakan manajemen, dan dampak lingkungan dan sosial.

## **ABSTRACT**

*This study was conducted to identify the feasibility of developing a palm oil plantation and mill owned by BWPT. BWPT plans to expand its plantation and build a new palm oil mill in East Kalimantan. In this analysis, the aspects assessed are financial and nonfinancial aspects. This study assesses the feasibility of the project from a financial and operational perspective. The financial analysis uses the main indicators, namely profitability index (PI), interest rate of return (IRR), net present value (NPV), payback period (PP), break even point (BEP) and profitability analysis (overall profitability). The nonfinancial aspects used are market feasibility, technical feasibility, business pattern feasibility, management feasibility, and environmental and social impacts. The results of the analysis show that the development project of BWPT palm oil plantation and mill is considered financially feasible. This is based on several main financial indicators that show significant profit potential. In terms of operations, BWPT has adequate resources and facilities to support sustainable production. BWPT is projected to be able to manage fresh fruit bunch production independently without depending on external supplies.*

**Keywords:** *feasibility study, profitability index (PI), interest rate of return (IRR), net present value (NPV), payback period (PP), break even point (BEP) and profitability analysis (overall profitability), market feasibility, technical feasibility, business pattern feasibility, management feasibility, and environmental and social impacts.*