

INTISARI

Aset yang menjadi objek penelitian merupakan sebuah aset berupa tanah kosong di Jalan Cenderawasih, Kelurahan Caturtunggal, Kecamatan Depok, Kabupaten Sleman, Provinsi Daerah Istimewa Yogyakarta yang pada tahun 2023 kemarin sebelumnya sudah dilakukan analisis *highest and best use* dengan hasil analisis indikasi penggunaan tertinggi dan terbaik adalah alternatif pembangunan *coffee shop*. Penelitian ini mengkaji mengenai penilaian kelayakan bisnis *coffee shop* yang akan dikembangkan oleh PT XXX dalam rangka pengoptimalan aset yang sudah *idle* selama 8 tahun sejak 2016 dengan melihat hasil kelayakan bisnis apabila dikelola sendiri secara langsung oleh PT XXX ataupun dikerjasamakan dengan Mitra Kerjasama. Penelitian ini dilakukan menggunakan metode penelitian deskriptif dengan pendekatan kuantitatif dan kualitatif. Hasil dari analisis studi kelayakan bisnis pendirian bisnis *coffee shop* di Jalan Cenderawasih ditinjau dari analisis aspek non-finansial dikatakan layak. Apabila dilihat dari hasil analisis kelayakan aspek finansial, pendirian *coffee shop* di Jalan Cenderawasih juga dikatakan layak, baik dengan skenario bisnis dikelola sendiri dengan hasil NPV senilai Rp 4.396.862.533, ROI sebesar 11,52, *payback period* selama 4 tahun 1 bulan, IRR 22,8%, dan BCR sebesar 1,6, maupun skenario bisnis dikerjasamakan dengan hasil NPV senilai Rp 1.968.269.317, ROI sebesar 7,51, *payback period* selama 4 tahun 5 bulan, IRR sebesar 22,7%, dan BCR sebesar 7,4.

Kata Kunci: Studi Kelayakan Bisnis, Optimalisasi Aset, *Coffee shop*

ABSTRACT

The asset that is the object of research is an asset in the form of vacant land on Jalan Cenderawasih, Caturtunggal Village, Depok District, Sleman Regency, Yogyakarta Special Region Province which in 2023 had previously been carried out the highest and best use analysis with the results of the analysis of indications of the highest and best use is the alternative construction of a coffee shop. This research examines the assessment of the feasibility of the coffee shop business to be developed by PT XXX in order to optimize assets that have been idle for 8 years since 2016 by looking at the results of business feasibility when managed directly by PT XXX or in collaboration with Cooperation Partners. This research was conducted using descriptive research methods with quantitative and qualitative approaches. The results of the analysis of the business feasibility study of the establishment of a coffee shop business on Jalan Cenderawasih in terms of non-financial aspect analysis are said to be feasible. When viewed from the results of the financial aspect feasibility analysis, the establishment of a coffee shop on Jalan Cenderawasih is also said to be feasible, both with a self-managed business scenario with NPV results worth Rp 4,396,862,533, ROI of 11.52, payback period for 4 years 1 month, IRR of 22.8%, and BCR of 1.6, as well as a business scenario in partnership with NPV results worth Rp 1,968,269,317, ROI of 7.51, payback period for 4 years 5 months, IRR of 22.7%, and BCR of 7.4.

Keywords: *Business Feasibility Study, Asset Optimization, Coffee shop*