

INTISARI

Penelitian ini bertujuan untuk menganalisis kelayakan pengembangan *sport center* pada aset *idle* milik PT FAI yang berlokasi di Krajan, Kelurahan Wedomartani, Kecamatan Ngemplak, Kabupaten Sleman. Studi dilakukan sebagai tindak lanjut dari kajian *Highest and Best Use* (HBU) yang merekomendasikan penggunaan lahan sebagai *sport center*. Analisis dalam studi kelayakan mencakup aspek legal, pasar, teknis, finansial, manajerial, serta sosial ekonomi dan lingkungan. Pendekatan campuran (*mixed methods*) diterapkan dengan metode deskriptif dan studi kasus, didukung data primer dan sekunder. Simulasi dilakukan untuk dua skenario: *self operated* dan kerja sama pemanfaatan (KSP) dengan mitra. Hasil menunjukkan bahwa skema tiga (penggabungan *mini soccer*, bulu tangkis, *gym*, dan ruang usaha) adalah skenario paling layak dengan NPV Rp29.431.017.693, IRR 25,21%, dan *payback period* 5,4 tahun pada skenario *self operated*. Pada skenario kerja sama, komposisi kontribusi tetap 10% dari nilai wajar tanah dan premi risiko PT FAI 20% menghasilkan skenario paling adil, dengan IRR PT FAI 14,75%, NPV Rp16.676.124.162, dan PP 8,9. *Sport center* dinilai berkontribusi positif terhadap perekonomian lokal dan sosial masyarakat sekitar. Studi ini menjadi landasan strategis bagi PT FAI dalam menentukan skenario optimal pengelolaan aset *idle* secara berkelanjutan dan produktif.

Kata Kunci: Studi Kelayakan, *Sport Center*, *Aset Idle*, Kerja Sama Pemanfaatan, Optimalisasi Aset.

ABSTRACT

This study aims to analyze the feasibility of developing a sport center on an idle asset owned by PT FAI, located in Krajan, Wedomartani Village, Ngemplak District, Sleman Regency. The study is a follow-up to the Highest and Best Use (HBU) analysis, which recommended the land's utilization as a sport center. The feasibility analysis covers legal, market, technical, financial, managerial, as well as socio-economic and environmental aspects. A mixed methods approach is employed, utilizing descriptive and case study methods, supported by both primary and secondary data. Simulations are conducted for two scenarios: self-operated and public-private partnership. The result indicate that Scenario Three (a combination of mini soccer, badminton, gym, and commercial space) is the most feasible under the self-operated scenario, with an NPV of IDR 29,431,017,693, an IRR of 25.21%, and payback period of 5.4 years. Under the public-private partnership scenario, a fixed contribution of 10% of the land's fair value and a PT FAI risk premium of 20% yield the most equitable scenario, with PT FAI achieving an IRR of 14.75, NPV of IDR16,676,124,172, and PP of 8,9. The sport center is projected to contribute positively to the local economy and community well-being. This study serves as a strategic foundation for PT FAI in determining the optimal scenario for sustainable and productive management of idle assets.

Keywords: Feasibility Study, Sport Center, Idle Asset, Public-Private Partnership, Asset Optimization