

ANALISIS KELAYAKAN USAHA PRODUK SERBUK BERBASIS EKSTRAK BUAH DAN SAYUR DENGAN PENAMBAHAN SPIRULINA DI PT ALGAEPARK INDONESIA MANDIRI

INTISARI

Oleh:

ALVITO BAYU AJI
21/480980/TP/13274

Sayur dan buah merupakan sumber pangan nabati yang mengandung nutrisi yang baik, seperti vitamin, kalsium, magnesium, kalium, dan serat yang dapat mencegah beberapa penyakit, seperti penyakit kardiovaskular dan masalah berat badan. Namun, sebanyak 96,7% masyarakat Indonesia kurang dalam konsumsi buah dan sayur. Oleh karena itu, industri pangan mulai mengembangkan pangan fungsional berbasis buah dan sayur, seperti minuman fiber serbuk. Melihat peluang tersebut, PT Algaepark Indonesia Mandiri berinisiasi mengembangkan usaha maklon produk bahan baku minuman fiber, yaitu ekstrak buah dan sayur, tetapi diinovasikan dengan penambahan spirulina yang dapat diproduksi sendiri oleh perusahaan. Hingga saat ini, perusahaan belum melakukan analisis kelayakan pada usaha yang direncanakan tersebut. Padahal, perusahaan ingin memantapkan pertimbangan investasi sehingga analisis kelayakan usaha menjadi faktor yang krusial dalam menentukan keputusan terhadap layak atau tidaknya usaha tersebut untuk dijalankan. Analisis kelayakan usaha pada produk dengan model yang baru, dianalisis berdasarkan pertimbangan aspek pasar, aspek teknis, dan aspek finansial. Oleh karena itu, penelitian ini bertujuan untuk mengetahui kelayakan usaha produk serbuk berbasis ekstrak buah dan sayur dengan penambahan spirulina berdasarkan aspek pasar, aspek teknis, dan aspek finansial di PT Algaepark Indonesia Mandiri. Berdasarkan hasil analisis, usaha layak dijalankan berdasarkan kelayakan aspek pasar, aspek teknis, dan aspek finansial. Dalam aspek pasar, usaha layak dijalankan berdasarkan kelayakan pada kriteria persaingan usaha dan metode *Segmentation, Targeting, Positioning*. Dalam aspek teknis, usaha layak dijalankan berdasarkan kelayakan kriteria lokasi perusahaan, *layout* produksi, ketersediaan bahan baku, dan peralatan produksi. Dalam aspek finansial, usaha layak dijalankan berdasarkan kelayakan kriteria NPV sebesar Rp228.269.684,88; IRR sebesar 60,61%; PP selama 1,91 tahun; BEP unit, BEP harga, BEP rupiah setiap tahun; *Net Benefit/Cost Ratio* sebesar 1,18; dan PI sebesar 4,68. Berdasarkan hasil analisis sensitivitas, apabila usaha ingin terhindar dari risiko terburuk, usaha harus dijaga agar tidak terjadi penurunan harga jual, kenaikan biaya sewa *spray dryer*, penurunan volume produksi, dan penambahan biaya diskon loyalitas bagi pelanggan secara bersamaan lebih dari 6,14%.

Kata kunci: Buah, sayur, spirulina, analisis kelayakan usaha, pasar, teknis, finansial

FEASIBILITY ANALYSIS OF FRUITS AND VEGETABLES EXTRACT BASED POWDER PRODUCT WITH THE ADDITION OF SPIRULINA AT PT ALGAEPARK INDONESIA MANDIRI

ABSTRACT

By:

ALVITO BAYU AJI
21/480980/TP/13274

Vegetables and fruits are plant-based food sources that contain good nutrients, such as vitamins, calcium, magnesium, potassium, and fiber that can prevent several diseases, such as cardiovascular disease and weight problems. However, as many as 96.7% of Indonesians do not consume enough fruits and vegetables. Therefore, the food industry has begun to develop functional foods based on fruits and vegetables, such as powdered fiber drinks. Seeing this opportunity, PT Algaepark Indonesia Mandiri initiated the development of a maklon business for fiber drink raw material products, namely fruit and vegetable extracts, but innovated by the addition of spirulina which can be produced by the company itself. Until now, the company has not conducted a feasibility analysis on the planned business. In fact, the company wants to mature investment considerations so that business feasibility analysis becomes a crucial factor in determining the decision on whether or not the business is feasible to run. Business feasibility analysis on products with a new model is analyzed based on market, technical, and financial aspects. Therefore, this study aims to determine the feasibility of a powder product business based on fruit and vegetable extracts with the addition of spirulina based on market, technical, and financial aspects at PT Algaepark Indonesia Mandiri. Based on the analysis results, the business is feasible to run based on the feasibility of market aspects, technical aspects, and financial aspects. In the market aspect, the business is feasible to run based on the feasibility of business competition criteria and Segmentation, Targeting, Positioning methods. In the technical aspect, the business is feasible to run based on the feasibility of the company location criteria, production layout, availability of raw materials, and production equipment. In the financial aspect, the business is feasible to run based on the feasibility of the NPV criteria of Rp228,269,684.88; IRR of 60.61%; PP for 1.91 years; BEP unit, BEP price, BEP rupiah per year; Net Benefit/Cost Ratio of 1.18; and PI of 4.68. Based on the results of the sensitivity analysis, if the business wants to avoid the worst risks, the business must be maintained so that there is no decrease in selling prices, increase in spray dryer rental costs, decrease in production volume, and additional loyalty discount costs for customers simultaneously of more than 6.14%.

Keywords: Fruit, vegetables, spirulina, business feasibility analysis, market, technical, financial