

INTISARI

Penelitian ini bertujuan untuk menentukan skenario terbaik dalam rencana pembangunan peternakan ayam ras petelur milik BUMDes “Mulia Abadi” sebagai bentuk pemanfaatan aset desa berupa tanah kas desa di Desa Lugurejo, Kecamatan Butuh, Kabupaten Purworejo. Studi kelayakan dilakukan dengan menganalisis berbagai aspek, yaitu aspek hukum, finansial, lingkungan, sosial dan ekonomi, serta pemasaran. Penelitian ini juga bertujuan menilai kontribusi usaha terhadap Pendapatan Asli Desa serta memberikan rekomendasi pengembangan usaha.

Data yang digunakan terdiri dari data primer dan sekunder. Data primer diperoleh melalui observasi, wawancara dengan pemerintah desa dan pedagang ayam petelur, serta survei lapangan terkait aset desa dan pasar. Data sekunder diperoleh dari peraturan perundangan, data Bank Indonesia, BPS, jurnal, buku, dan literatur lainnya yang relevan.

Hasil studi menunjukkan bahwa skenario II secara finansial paling optimal, dengan nilai NPV sebesar Rp 434.112.292,55, IRR sebesar 28%, Payback Period 5 tahun 2 bulan, Profitability Index 3,37 dan BCR sebesar 3,37. Namun demikian, berdasarkan hasil wawancara dan FGD, warga dan pemerintah Desa Lugurejo lebih memilih skenario I. Mereka menolak kerja sama dengan investor karena kekhawatiran akan campur tangan dalam pengambilan keputusan, kurangnya pemahaman tentang investasi, serta risiko terikat pada kontrak jangka panjang. Selain itu, pencarian investor yang tepat dianggap berpotensi menghambat perkembangan usaha.

Kata kunci : Studi Kelayakan, BUMDes, Peternakan Ayam Ras Petelur, Kontribusi Terhadap Pendapatan Asli Desa (PADes), Strategi Pengembangan Usaha.

ABSTRACT

This study aims to determine the best scenario for the planned development of a laying hen farm owned by the "Mulia Abadi" Village-Owned Enterprise (BUMDes), utilizing village assets in the form of village treasury land in Lugurejo Village, Butuh District, Purworejo Regency. The feasibility study was conducted by analyzing various aspects, including legal, financial, environmental, social and economic, and marketing. This study also aims to assess the business's contribution to Village Original Income and provide recommendations for business development.

The data used consisted of primary and secondary data. Primary data was obtained through observation, interviews with the village government and laying hen traders, and field surveys related to village assets and markets. Secondary data were obtained from laws and regulations, Bank Indonesia data, Statistics Indonesia (BPS), journals, books, and other relevant literature.

The study results indicate that scenario II is financially optimal, with an NPV of Rp 434.112.292,55, an IRR of 28%, a Payback Period of 5 years and 2 months, a Profitability Index of 3,37, and a BCR of 3,37. However, based on interviews and focus group discussions (FGDs), residents and the Lugurejo Village government preferred scenario I. They rejected cooperation with investors due to concerns about interference in decision-making, a lack of understanding of investment, and the risk of being tied to long-term contracts. Furthermore, finding the right investor was considered potentially hampering business development.

Keywords : *Feasibility Study, BUMDes, Egg-Laying Chicken Farm, Contribution to Village Original Income (PADes), Strategy Business Development.*