

INTISARI

Penelitian ini bertujuan untuk menganalisis kelayakan pembangunan kawasan Amphitheater Hall Ambon City of Music ditinjau dari aspek pasar, teknis, hukum, dan keuangan terhadap peningkatan Pendapatan Asli Daerah melalui skema kerja sama Bangun Guna Serah (BGS). Data yang digunakan adalah pendekatan studi kelayakan. Data diperoleh melalui studi literatur sebagai dasar analisis biaya dan perencanaan, survei kuesioner untuk mengukur *willingness to pay (WTP)*, serta verifikasi legalitas lahan sebagai objek pembangunan. Analisis keuangan dilakukan melalui proyeksi pendapatan dan pengeluaran dalam tiga scenario, yaitu optimis, moderat dan pesimis serta indikator kelayakan *Net Present Value (NPV)*, *Internal Rate of Return (IRR)*, *Payback Period* dan *Profitablity Index* >1 . Hasil penelitian menunjukkan proyek layak secara finansial dengan NPV positif, IRR 25,13%, *Payback Period* 10,91 dan *Profitablity Index* serta kontribusi PAD yang meningkat dalam jangka panjang.

Kata kunci: Studi kelayakan, BGS, PAD, Ambon

ABSTRACT

This study aims to analyze the feasibility of developing the Ambon City of Music Amphitheater Hall in terms of market, technical, legal, and financial aspects in relation to increasing local revenue through a Build-Operate-Transfer (BOT) cooperation scheme. The data used is a feasibility study approach. Data was obtained through literature studies as a basis for cost analysis and planning, questionnaire surveys to measure willingness to pay (WTP), and verification of the legality of the land as the object of development. Financial analysis was conducted through revenue and expenditure projections in three scenarios, namely optimistic, moderate, and pessimistic, as well as feasibility indicators of Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period, and Profit Index >1 . The results of the study show that this project is financially feasible with a positive NPV, an IRR of 25.13%, a Payback Period of 10.91, and a Profit Index, as well as an increase in PAD contributions in the long term.

Keywords: Feasibility study, BOT, LOSR, Ambon