INTISARI

Lahan eks pabrik briket milik PT XYZ seluas 142.080 m² yang terletak di Kawasan Industri Gresik merupakan aset *idle* yang perlu dioptimalkan untuk mencegah beban biaya tetap dan penurunan nilai ekonomi properti. Berlokasi di Jalan Raya Sukomulyo dan berdekatan dengan Kawasan Ekonomi Khusus (KEK) *Java Integrated Industrial and Ports Estate* (JIIPE), lahan ini memiliki potensi strategis untuk dikembangkan sebagai fasilitas logistik. Penelitian ini bertujuan untuk melakukan pra studi kelayakan pembangunan gudang logistik dengan menilai kelayakan proyek berdasarkan tujuh aspek utama: hukum, teknis, lingkungan, manajemen dan organisasi, pasar dan pemasaran, keuangan, serta sosial-ekonomi. Metode analisis yang digunakan adalah pendekatan deskriptif kuantitatif dengan kerangka studi kelayakan properti. Hasil penelitian menunjukkan bahwa, dari aspek hukum dan teknis, proyek memiliki legalitas yang sah, sesuai dengan RDTR Kecamatan Manyar, serta didukung oleh infrastruktur memadai dengan proyeksi kebutuhan listrik stabil hingga 2045. Dari aspek pasar, permintaan gudang modern di koridor Gresik-Surabaya meningkat 8-10% per tahun seiring pertumbuhan sektor industri manufaktur. Analisis keuangan terhadap dua skema pengembangan menunjukkan hasil investasi yang layak. Skema 1 menghasilkan *Net Present Value* (NPV) sebesar Rp137.917.848.337, *Internal Rate of Return* (IRR) 12,59%, dan *Payback Period* 15,8 tahun. Sedangkan Skema 2, yang paling optimal, menghasilkan NPV Rp159.401.260.604, IRR 12,87%, dan *Payback Period* 15,3 tahun. Nilai *Profitability Index* (PI) >1 pada kedua skema memperkuat kelayakan finansial proyek. Dari aspek sosial-ekonomi, pembangunan ini diperkirakan akan menciptakan lapangan kerja dan meningkatkan produktivitas aset BUMN. Berdasarkan integrasi seluruh aspek yang dianalisis, pembangunan gudang logistik PT XYZ dinyatakan layak untuk dilanjutkan ke tahap lanjut yakni *Feasibility Study*.

Kata kunci: Pra Studi Kelayakan, Investasi, Aset *Idle*, Gudang Logistik

ABSTRACK

The former briquette factory site owned by PT XYZ, covering an area of 142,080 m² and located in the Gresik Industrial Estate, constitutes an idle asset that requires optimization to prevent fixed cost burdens and a decline in the property's economic value. Situated along Sukomulyo Main Road and in close proximity to the Java Integrated Industrial and Ports Estate (JIIPE) Special Economic Zone, the site has significant potential for development as a logistics facility. This study aims to conduct a pre-feasibility analysis of a logistics warehouse development by evaluating the project's feasibility based on seven key aspects: legal, technical, environmental, management and organizational, market and marketing, financial, and socio-economic aspects. The analytical method employed is a quantitative descriptive approach within the framework of a property feasibility study. The results indicate that, from legal and technical perspectives, the project holds valid land tenure, complies with the Manyar District Detailed Spatial Plan (RDTR), and is supported by adequate infrastructure with stable electricity projections until 2045. From a market perspective, demand for modern warehouses in the Gresik-Surabaya corridor grows by 8-10% per year in line with the expansion of the manufacturing sector. Financial analysis of two proposed development schemes demonstrates favorable investment outcomes. Scheme 1 generates a Net Present Value (NPV) of IDR 137,917,848,337 with an Internal Rate of Return (IRR) of 12.59% and a Payback Period of 15.8 years, while Scheme 2, identified as the most optimal, produces an NPV of IDR 159,401,260,604, an IRR of 12.87%, and a Payback Period of 15.3 years. Profitability Index (PI) values greater than one for both schemes confirm the project's financial feasibility. From a socio-economic perspective, the development is expected to generate employment opportunities and enhance the productivity of state-owned enterprise assets. Based on the integration of all assessed aspects, the proposed logistics warehouse development of PT XYZ is considered feasible to proceed to the next stage namely comprehensive Feasibility Study.

Keywords: Pre-Feasibility Study, Investment, Idle Asset, Warehouse.