

INTISARI

Reksa Arcade merupakan aset milik Pemerintah Kota Yogyakarta dan termasuk dalam aset milik daerah (BMD) yang memiliki peluang proyek investasi. Reksa Arcade juga memiliki peluang untuk dioptimalkan pemanfaatan asetnya. Potensi spesifik aset ini belum tergali. Penelitian ini menganalisis strategi optimalisasi pemanfaatan aset Reksa Arcade menggunakan analisis studi kelayakan dan analisis SWOT. Pengembangan yang paling optimal untuk aset Reksa Arcade adalah Area Pameran dan Penjualan UMKM Fesyen & Kreatif dan Ruang Workshop Kreatif. Diperoleh NPV sebesar Rp1.526.169.776, IRR 22,02%, dan payback period 5 tahun 0 bulan. Berdasarkan perhitungan disimpulkan bahwa rencana pengembangan Reksa Arcade menjadi Area Pameran dan Penjualan UMKM Fesyen & Kreatif dan Ruang Workshop Kreatif layak untuk dilakukan. Dari analisis SWOT, strategi optimalisasi pemanfaatan aset Reksa Arcade diarahkan pada strategi agresif (*SO Strategy*), yaitu memanfaatkan kekuatan internal kawasan sebagai pusat perdagangan tekstil untuk menangkap peluang pengembangan wisata berbasis pengalaman.

Kata Kunci: Analisis studi kelayakan, Analisis SWOT, Aset Milik Daerah

ABSTRACT

Reksa Arcade is an asset owned by the Yogyakarta City Government and is included in regional assets that have investment project opportunities. Reksa Arcade also has the potential for optimized asset utilization. The specific potential of this asset has not been fully explored. This study analyzes strategies for optimizing the utilization of the Reksa Arcade asset using feasibility study analysis and SWOT analysis. The most optimal development for the Reksa Arcade asset is an Exhibition and Sales Area for Fashion & Creative UMKM and a Creative Workshop Space. The Net Present Value (NPV) is IDR 1,526,169,776, the Internal Rate of Return (IRR) is 22.02%, and the payback period is 5 years 0 months. Based on the calculations, it is concluded that the development plan for Reksa Arcade into an Exhibition and Sales Area for Fashion & Creative UMKM and a Creative Workshop Space is feasible. From the SWOT analysis, the strategy for optimizing the utilization of Reksa Arcade's assets is directed towards an aggressive strategy (SO Strategy), namely utilizing the internal strengths of the area as a textile trading center to capture opportunities for experience-based tourism development.

Keywords: *Feasibility study analysis, SWOT analysis, Regional Assets*