

ANALISIS KELAYAKAN BISNIS PABRIK MINYAK KAYU PUTIH  
SENDANGMOLE, KABUPATEN GUNUNGGIDUL DAERAH ISTIMEWA  
YOGYAKARTA

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**ABSTRAK**

Minyak kayu putih merupakan hasil hutan non kayu yang masih memiliki potensi besar. Kebutuhan minyak kayu putih dalam negeri sebesar 1.500 ton baru dapat dipenuhi produksi dalam negeri kurang dari 500 ton. Pabrik MKP Sendangmole merupakan salah satu pabrik penyulingan minyak kayu putih di wilayah Yogyakarta yang pada tahun 2005 melakukan investasi pendirian pabrik baru. Pabrik baru mulai beroperasi pada tahun 2010 dengan produksi rata-rata minyak kayu putih 20.347 liter (2010-2017).

Penelitian ini bertujuan untuk mengetahui tingkat kelayakan bisnis Pabrik MKP Sendangmole. Parameter aspek non-finansial meliputi: (a) aspek pasar dengan potensi pasar dan (b) aspek teknis dengan lokasi usaha, *layout*, mesin peralatan, dan perencanaan bahan baku. Parameter penilaian aspek finansial yang digunakan meliputi: (c) *Payback Period* (PP), (d) *Net Present Value* (NPV), (e) *Internal Rate of Return* (IRR), dan (f) *Profitability Index* (PI).

Hasil analisis kelayakan bisnis terhadap Pabrik MKP Sendangmole dari (1) aspek pasar diketahui potensi pasar minyak kayu putih masih besar. Melalui (2) aspek teknis, Pabrik MKP Sendangmole mempunyai lokasi usaha, *layout*, mesin peralatan, dan perencanaan bahan baku yang cukup baik. Berdasarkan aspek finansial, didapatkan nilai (3) PP 4,051 tahun, (4) NPV 3.010.977.117,04, (5) IRR 13,91%, dan (6) PI 1,285 pada tingkat suku bunga riil 7,5%. Melalui analisis sensitivitas pada penurunan bahan baku sebesar 15%, Pabrik MKP Sendangmole tidak akan dapat bertahan.

Kata kunci : *Kelayakan bisnis, minyak kayu putih, analisis sensitivitas.*

*BUSINESS FEASIBILITY ANALYSIS OF SENDANGMOLE CAJUPUT OIL  
FACTORY, DISTRICT OF GUNUNGKIDUL SPECIAL REGION OF  
YOGYAKARTA*

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**ABSTRACT**

*Cajuput oil is a non-timber forest product that still has great potential. Domestic requirements of cajuput oil is 1.500 ton but the domestic production is still less than 500 ton. Sendangmole cajuput oil factory is one of a cajuput oil refineries located in special region of Yogyakarta which made investment in 2005 to build a new factory. The new factory began to operate in 2010 with an average cajuput oil production of 20.347 liters (2010-2017).*

*The aim of this research is to understand the Sendangmole cajuput oil factory business feasibility. The non-financial aspect parameters includes: (a) market aspect with potential market and (b) technical aspects with location, layout, machinery and equipment, and raw material planning. The financial aspect parameters includes: (c) Payback Period (PP), (d) Net Present Value (NPV), (e) Internal Rate of Return (IRR), and (f) Profitability Index (PI).*

*The analysis of business feasibility of Sendangmole cajuput oil factory, (1) market aspect provides information that the market potential of cajuput oil is still large. Through (2) technical aspects, Sendangmole cajuput oil factory have good location, layout, machinery and equipment, and raw material planning. Based on the financial aspects obtained, (3) PP 4,051 years, (4) NPV 3.010.977.117,04, (5) IRR 13,91%, and (6) PI 1,285 at the real interest rate of 7,5%. Through sensitivity analysis, Sendangmole cajuput oil factory cannot withstand the decrease of raw materials at 15%*

*Keywords: Business feasibility, cajuput oil, sensitivity analysis*