

Intisari

Penelitian ini bertujuan untuk menganalisis penggunaan tertinggi dan terbaik (*highest and best use*) terhadap tanah kosong milik Pemerintah Provinsi DKI Jakarta yang terletak di Jalan H.R Rasuna Said, Kelurahan Karet Kuningan, Kecamatan Setiabudi, Jakarta Selatan. Penelitian ini dilakukan dengan cara melakukan analisis produktifitas properti meliputi aspek fisik dan lokasi serta aspek hukum dan peraturan menggunakan *threshold testing* dengan *rating grid* sehingga diperoleh alternatif penggunaan yang memungkinkan. Analisis pasar yaitu analisis permintaan dan penawaran pasar.

Data yang akan dianalisis terdiri dari data primer dan data sekunder. Data primer meliputi data fisik, data pasar, dan data kuesioner. Data fisik meliputi ukuran, bentuk tapak, topografi, lingkungan dan lain-lain diperoleh melalui pengamatan langsung/observasi. Data kuesioner *threshold testing* dengan *rating grid* guna menentukan bobot keputusan atas berbagai alternatif penggunaan lahan. Data sekunder diperoleh dari Dinas Cipta Karya dan Tata Ruang DKI Jakarta, Badan Pembangunan dan Perencanaan Daerah DKI Jakarta, Badan Pusat Statistik DKI Jakarta, Bank Indonesia, dan hasil analisis *Colliers International*.

Hasil analisis produktifitas menghasilkan satu usulan penggunaan lahan yang layak dan memungkinkan yaitu penggunaan apartemen. indikator kelayakan keuangan berupa *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Return on Investment* (ROI), dan *Benefit Cost Ratio* (BCR) yang mengindikasikan bahwa penggunaan apartemen di lahan tersebut merupakan penggunaan yang optimal.

Kata Kunci: *highest and best use*, analisis produktifitas, analisis kelayakan keuangan

Abstract

This study aims to analyze the highest and best use of vacant land owned by the Provincial Government of DKI Jakarta, which is located on Jalan H.R Rasuna Said, Karet Kuningan Village, Setiabudi District, South Jakarta. This research was conducted by analyzing property productivity including physical and location aspects as well as legal and regulatory aspects using threshold testing with rating grids to obtain alternative possible uses. Market analysis is an analysis of market demand and supply.

Data to be analyzed consists of primary data and secondary data. Primary data include physical data, market data, and questionnaire data. Physical data including size, site shape, topography, environment and others were obtained through direct observation / observation. Threshold testing questionnaire data with a rating grid to determine the weight of the decision on various land use alternatives. Secondary data were obtained from the DKI Jakarta Cipta Karya and Spatial Planning Office, the DKI Jakarta Regional Development and Planning Agency, the Jakarta Central Statistics Agency, Bank Indonesia, and the results of the Colliers International analysis.

The results of the productivity analysis produce one proposed feasible and feasible land use, namely the use of apartments. financial feasibility indicators in the form of Net Present Value (NPV), Internal Rate of Return (IRR), Return on Investment (ROI), and Benefit Cost Ratio (BCR) which indicate that the use of apartments in the land is the optimal use.

Keywords: highest and best use, productivity analysis, financial analysis