



Intisari

Kerajinan kayu merupakan salah satu contoh produk hasil hutan yang merupakan hasil dari pengolahan kayu. Jenis kayu yang benar-benar baik untuk kerajinan kayu sudah berkurang. Pusat industri kayu di Indonesia salah satunya berada di Provinsi Bali, terutama untuk kerajinan kayunya. Kapasitas ijin produksi industri kerajinan kayu tersebut mencapai 6000 M3 per tahun, namun saat ini hanya dapat memenuhi bahan baku sebesar 30% saja. Selain bahan baku yang semakin sulit, harga bahan baku juga mengalami kenaikan dan adanya kebijakan SVLK. Hal tersebut akan berpengaruh pada arus penerimaan sehingga juga akan berpengaruh pada status perusahaan kerajinan kayu mahoni tersebut. Sehingga perlu dilakukan analisis kelayakan usaha industri pengolahan kayu mahoni menjadi kerajinan djembe serta mencari tingkat sensitivitas kelayakan usaha industri kayu tersebut.

Penelitian dilaksanakan Provinsi Bali tepatnya berada Kabupaten Gianyar di industri kayu CV. Bali Treasures yang merupakan industri kerajinan drum djembe. Waktu penelitian dilakukan pada bulan Oktober - Desember 2014. Data yang digunakan dalam penelitian ini meliputi data primer dan data sekunder. Tahapan penelitian meliputi analisis biaya, analisis pendapatan, analisis keuntungan, analisis finansial dengan menggunakan parameter NPV, BCR, IRR dan *Payback Periode* dan analisis sensitivitas.

Nilai *NPV* sebesar Rp. 2.843.609.053,- per tahun, *BCR* sebesar 1,17; *IRR* sebesar 9,98% dan *Payback Periode* dalam 5,89 tahun menunjukkan bahwa perusahaan kerajinan djembe layak secara finansial. Adanya kenaikan harga bahan baku kayu mahoni sebesar 2,99% dan penurunan produksi djembe sebesar 0,52% perusahaan masih dalam kondisi layak. Sedangkan kenaikan harga bahan baku kayu mahoni sebesar 28% dan penurunan produksi djembe sebesar 4,40% merupakan nilai maksimal agar usaha masih dalam kondisi layak.

Kata Kunci : Analisis Kelayakan Usaha, Kerajinan Djembe, Kayu Mahoni, Industri Kayu.



Abstract

Wooden craft is an example forest products which is the result of wood processing. Wood species which is really good for wood craft has been reduced. The center of the wood industry in Indonesia one of which is in Bali province, especially for wooden craft. Wood craft industries production capacity has reached 6,000 M3 per year, but is currently only able to meet the raw material by 30% only. Apart raw materials is increasingly be difficult, the price of raw materials also rose and the policy TLAS so will affect the of revenue flows that will also affect the bussines status of the mahogany wood crafts. Thus need to analyze the feasibility of mahogany wood processing industry became craft djembe and looking for level sensitivity of the wood industry feasibility.

The research was conducted in Bali Province, precisely Gianyar regency located in the timber industry CV. Bali Treasures which is a djembe drum craft industry. The research was conducted in October-December 2014. The data used in this study include primary data and secondary data. Stages of research include cost analysis, revenue analysis, profit analysis, financial analysis using parameters NPV, BCR, IRR and Payback Period and sensitivity analysis.

NPV value of Rp. 2,843,609,053, -. per year, BCR of 1.17; IRR of 9.98% and the payback period of 5.89 years shows that the bussines of craft djembe financially feasible. The rising prices of raw materials mahogany of 2.99% and a decrease of 0.52% djembe production company is still in decent condition. While the rise in prices of raw materials mahogany by 28% and decreased production of djembe amounted to 4.40% is the maximum value that the business is still in decent condition.

Keyword : Feasibility Analysis, Djembe Craft, Mahagony Wood, Timber Industry.