

## INTISARI

Penelitian ini merupakan aplikasi dari penerapan *Land Development Analysis* (LDA) yang merupakan bagian dari *Land Development Approach* yang termasuk turunan dari pendekatan pendapatan dalam penilaian. Penggunaan *Land Development Analysis* digunakan jika lahan yang dinilai sangat luas, belum dikembangkan, dan sulit dicari data pembandingnya. Tujuan penelitian ini adalah menganalisis peluang pengembangan lahan yang terletak di Jalan Wahidin, Kelurahan Candi, Kecamatan Candisari, Kota Semarang, Provinsi Jawa Tengah dengan analisis HBU (*Highest and Best Use*) sekaligus menganalisis indikasi nilainya dengan metode *Land Development Analysis* (LDA).

Data yang digunakan dalam penelitian ini adalah data primer dan sekunder. Data primer diperoleh secara langsung melalui wawancara terstruktur yang meliputi data pendapatan, pengeluaran bangunan dan pengeluaran modal. Data sekunder diperoleh dari Pemerintah Kota Semarang yaitu Badan Pusat Statistik, Dinas Cipta Karya dan Tata Kota, BPN Kota Semarang, dan Dinas Perindustrian dan Perdagangan Kota Semarang. Data fisik yang meliputi ukuran, bentuk, tapak, kontur, elevasi, dan utilitas diperoleh melalui observasi langsung di lapangan.

Berdasarkan hasil analisis *Highest and Best Use* (HBU) didapatkan bahwa lahan tersebut paling optimal jika dibangun mall 5 lantai, perkantoran seluas  $\pm 2200 \text{ m}^2$ , dan condotel 172 unit beserta apartemen 354 unit di atasnya. Indikasi nilai lahan kosong yang dianalisis dan dihitung dengan metode penilaian *Land Development Analysis* (LDA) dapat disimpulkan bahwa indikasi nilai tanah saat ini adalah Rp13.657.953,00.

Kata kunci: *Land Development Analysis* (LDA), *Highest and Best Use* (HBU), penilaian lahan kosong, studi kelayakan proyek.

## ABSTRACT

This study is an application of Land Development Analysis (LDA) which is part of the Land Development Approach which includes derivatives of the income approach in the appraisal. Land Development Analysis is used if the land is considered to be very broad, undeveloped and difficult to find the data for comparison. The purpose of this study was to analyze the development opportunities of a land located at Wahidin street, District Candisari, Semarang, Central Java with the analysis of HBU (Highest and Best Use) as well as analyzing indication of its value to the method of Land Development Analysis (LDA).

The data used in this study are primary and secondary data. The primary data obtained directly through a structured interview which includes data on revenues, expenditures and capital expenditures buildings. Secondary data were obtained from the Government of Semarang the Central Bureau of Statistics, Department of Human Settlements and Urban Planning, BPN Semarang, and the Department of Industry and Trade of Semarang. The physical data include the size, shape, footprint, contours, elevation, and utilities obtained through direct observation in the field.

Based on the analysis Highest and Best Use (HBU) found that the most optimal land if built built 5-storey mall, an office area of  $\pm 2200 \text{ m}^2$  and 172 units condotel along with 354 units apartment above. Indication of the value of vacant land are analyzed and calculated by the method of Land Development Analysis (LDA) can be concluded that the indication of the value of land for Rp10.512.252,00 per  $\text{m}^2$  or Rp27.469.553,00 per  $\text{m}^2$  value of land.

**Keywords:** Land Development Analysis (LDA), Highest and Best Use (HBU), vacant land appraisal, feasibility studies of the project.