

INTISARI

Penelitian ini bertujuan untuk menentukan alternatif peruntukkan yang cocok dikembangkan di atas tanah kosong milik Pemerintah Provinsi Sulawesi Barat yang terletak di Jalan RE. Martadinata Simboro, Mamuju, dilakukan dengan cara analisis produktivitas properti dalam aspek hukum dan peraturan serta aspek fisik dan lokasi menggunakan *threshold testing* dengan *rating grid* sehingga diperoleh alternatif penggunaan yang memungkinkan, analisis permintaan dan penawaran pasar, serta analisis kelayakan keuangan untuk setiap usulan penggunaan penentuan penggunaan tertinggi dan terbaik (*Highest and Best Use*), yang memberikan hasil maksimal.

Dalam penelitian ini, data yang dianalisis terdiri dari data primer dan data sekunder. Data primer meliputi data pendapatan, sewa dan pengeluaran yang diajukan sebagai alternatif penggunaan, diperoleh dengan bentuk wawancara, sedangkan data fisik yang meliputi ukuran, bentuk tapak, topografi, utilitas dan lain-lain diperoleh melalui observasi langsung. Data sekunder diperoleh dari Badan Pusat Statistik dan instansi-instansi pemerintah di Provinsi Sulawesi Barat.

Dari hasil analisis didapatkan tiga usulan penggunaan lahan yang layak dan memungkinkan yaitu penggunaan gedung pertemuan, *sport centre* dan restoran. Berdasarkan indikator kelayakan keuangan dengan *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Pay Back Period* (PBP), *Rate Return on Investment* (ROI), dan *Benefit Cost Ratio* (BCR), maka penggunaan gedung pertemuan diindikasikan lebih baik dibandingkan *sport centre* dan restoran sehingga dapat disimpulkan bahwa alternatif penggunaan gedung pertemuan merupakan yang paling optimal.

Kata Kunci: *Highest and Best Use*, Tanah Kosong, Pemerintah Provinsi Sulawesi Barat

ABSTRACT

This study aims to determine the allotment of a suitable alternative developed on vacant land owned by the Government of West Sulawesi province located on the street RE.Martadinata Simboro, Mamuju, is done by the analysis of the productivity of the property in the legal and regulatory aspects as well as the physical aspect and location using threshold testing with a rating grid thus obtained which allows the use of alternatives and analysis of market demand and supply, as well as the financial feasibility analysis for any proposed use of determining the highest and best use, which provide maximum results

In this study, the data analyzed consisted of primary data and secondary data. Primary data includes data on revenues, rents and the proposed expenditure as an alternative to the use, obtained by the form of interviews, while the physical data include the size, shape of the tread, topography, utilities and others obtained through direct observation. Secondary data were obtained from the Central Bureau of Statistics and government agencies in West Sulawesi.

Based on analysis, conference hall, sport centre and a restaurant are appropriate and probably to used. Conference hall indicated better compared to a sports center and a restaurant based on indicators of financial viability with a Net Present Value (NPV), Internal Rate of Return (IRR), Pay Back Period (PBP), Rate of Return on Investment (ROI), and Benefit Cost Ratio (BCR), so it can be concluded that the alternative use of the conference hall is the most optimal.

Keywords: Highest and Best Use, Vacant Land, Government of West Sulawesi province