

ANALISIS KELAYAKAN PENGEMBANGAN USAHA KERIPIK BONGGOL PISANG DI IKM AL BARIK BANTUL YOGYAKARTA

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INTISARI

Analisis kelayakan usaha dapat digunakan untuk menilai rencana kelayakan usaha baru atau rencana pengembangan usaha yang sudah berjalan. Analisis ini dilakukan dengan maksud supaya usaha yang sedang dirintis dan akan dikembangkan bisa terhindar dari risiko kerugian finansial.

Penelitian ini dilakukan untuk mengetahui kelayakan usaha keripik bonggol pisang produksi IKM Al Barik dilihat dari aspek pasar, teknis, finansial, dan analisis sensitivitasnya. Analisis pasar dilakukan dengan analisis permintaan pasar, bauran pemasaran dan analisis SWOT. Kelayakan teknis dianalisis berdasarkan lokasi usaha, kapasitas produksi, dan proses produksi. Aspek finansial dianalisis dengan membagi kondisi usaha menjadi tiga skenario, yaitu skenario I (kondisi usaha saat ini), skenario II (penambahan kapasitas produksi), dan skenario III (penambahan kapasitas produksi dan penyewaan kios).

Berdasarkan penelitian ini dapat direkomendasikan bahwa berdasarkan aspek pasar, usaha keripik bonggol pisang ini layak untuk dijalankan. Pada aspek teknis, lokasi usaha sudah strategis sehingga kebutuhan bahan baku untuk kapasitas produksi 960 kemasan per bulan dapat tercukupi. Skenario I memperoleh nilai NPV Rp 104.979.228,9; B/C ratio 1,27; IRR 85,43%; dan *discounted payback period* 1,73 tahun. Skenario II memiliki nilai NPV Rp 220.886.164,9; B/C Ratio 1,33; IRR 135,12% dan *discounted payback period* 1,33 tahun. Skenario III memiliki nilai NPV Rp 213.543.880,9; B/C ratio 1,19; IRR 85,56% dan *discounted payback period* 2,08 tahun. Skenario II menunjukkan proyeksi profit terbesar dibanding ketiga skenario yang dipertimbangkan. Selain itu, skenario II tidak sensitif terhadap kenaikan harga minyak goreng serta penurunan penjualan produk.

Kata kunci : studi kelayakan, keripik bonggol pisang, industri kecil menengah

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FEASIBILITY ANALYSIS OF AL BARIK'S BANANA CORM CHIPS IN BANTUL, YOGYAKARTA

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ABSTRACT

Feasibility analysis can be used to assess the feasibility of a new business plan or a business development plan which is already running. This analysis was done with the intention that the business will be developed to avoid the risk of financial loss.

This study was conducted to determine the feasibility of the production of banana corm chips IKM Al Barik from the aspects of market, technical, financial and sensitivity analysis. Market analysis was conducted by market demand analysis, marketing mix, and SWOT analysis. The technical feasibility is analyzed based on business location, production capacity, and production process. Financial aspects were analyzed by dividing the operating environment into three scenarios, the scenario I (current business conditions), scenario II (additional production capacity), and scenario III (additional production capacity and rental kiosks).

Based on this study can be recommended that based on market aspects, efforts banana corm chips is feasible. On the technical aspects, the business location has been positioned so that the needs of raw materials for production capacity of 960 packs per month can be fulfilled. Scenario I gained NPV Rp 104.979.228,9; B/C ratio 1,27; IRR 85,43%; and discounted payback period of 1,73 years. Scenario II has a NPV value of Rp 220.886.164,9; B/C Ratio 1,33; IRR 135,12% and discounted payback period of 1,33 years. Scenario III has a NPV value of Rp 213.543.880,9; B/C ratio 1,19; IRR 85,56% and discounted payback period of 2,08 years. Scenario II showed the biggest profit projection compared to the three scenarios considered. Additionally, scenario II is not sensitive to oil price increases and a decrease in product sales.

Keywords: feasibility study, banana corm chips, small and medium industries