

## INTISARI

Analisis penggunaan tertinggi dan terbaik (*Highest and Best Use*) terhadap lahan kosong di Jalan Balian Beach, Kecamatan Selemadeg Barat, Kabupaten Tabanan ini dilakukan dengan cara analisis produktifitas properti meliputi aspek fisik dan lokasi serta aspek hukum dan peraturan sehingga diperoleh alternatif penggunaan yang memungkinkan. Analisis selanjutnya adalah analisis pasar yaitu analisis permintaan dan penawaran pasar, serta analisis kelayakan keuangan untuk setiap usulan penggunaan.

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 berstruktur, sedangkan data fisik yang meliputi ukuran, bentuk tapak, topografi, utilitas dan lain-lain diperoleh melalui observasi langsung. Data sekunder diperoleh Badan Pusat Statistik dan beberapa organisasi perangkat daerah pada Pemerintah Kabupaten Tabanan.

Berdasarkan hasil analisis pasar, ketiga usulan penggunaan yang terdiri dari hotel, *resort*, dan restoran, layak untuk dilanjutkan menuju tahap analisis keuangan. Berdasarkan indikator kelayakan keuangan dengan *Net Present Value (NPV)*, *Internal Rate of Return (IRR)*, *Payback Period (PP)*, *Rate Return on Investment (ROI)*, dan *Benefit Cost Ratio (BCR)*, maka penggunaan hotel lebih baik dibandingkan *resort* dan restoran sehingga dapat disimpulkan bahwa penggunaan tertinggi dan terbaik adalah hotel.

Kata Kunci: *Highest and Best Use*, Pegunaan Tertinggi dan Terbaik, Pantai Balian, Kecamatan Selemadeg Barat, Kabupaten Tabanan.

## **ABSTRACT**

Highest and best use analysis for vacant land located in Balian Beach Street, Sub-district of West Selemadeg, Regency of Tabanan was done by property productivity analysis method that consist of physic and location aspect also legal and rules aspect so that can be obtained the alternative for possibility use. Next analysis is about market analysis which consist of demand and supply analysis market, also feasibility financial analysis for every uses suggestion.

In this research, the data were analyzed tht consist of primary and secondary data. Primary data consist of income, rent revenue, and cost were submitted as alternative use, can be obtained from structural interview, where as physical data were obtained from directly observation. Secondary data were obtained from Central Bureau of Statistic and several organization from government of Tabanan Regency.

Considered from market analysis result, three alternative for consist of hotel, resosrt, and restaurant are deserve to be continued to next step is about financial analysis. Based on financial feasibility indication with Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP), Rate Return on Investment (ROI), dan Benefit Cost Ratio (BCR). So the best use for hotel is better than resort and restaurant, so that can be concluded that the highest and best use analysis is for hotel.

Keyword: Highest and Best Use (HBU), Balian Beach, West Tabanan.