

INTISARI

Analisis pengembangan lahan atau *land development analysis* terhadap aset tanah kosong milik pribadi yang berada di Pulau Samosir Kecamatan Simanindo Kabupaten Samosir Provinsi Sumatera Utara dilakukan dengan pendekatan analisis *highest and best use* dimana luas lahan sebesar 11.773 m² dengan tiga simulasi pengembangan *highest and best use*, yaitu: hotel dan *convention center*, *cottage*, dan wahana rekreasi dan kolam renang. Analisis tersebut meliputi aspek fisik dan lokasi serta aspek hukum dan peraturan, dan analisis kelayakan keuangan untuk setiap pengembangan sehingga diperoleh alternatif pengembangan yang memungkinkan.

Dalam penelitian ini, data yang dianalisis terdiri dari data primer dan data sekunder. Data primer meliputi data pendapatan hotel dan *cottage*, sewa, biaya atau pengeluaran yang diperoleh dalam bentuk wawancara tidak terstruktur, sedangkan data fisik yang meliputi ukuran, bentuk tapak, utilitas, dan lain-lain diperoleh melalui observasi langsung. Data sekunder diperoleh melalui situs resmi Badan Pusat Statistik, Dinas Pekerjaan Umum, Kementerian Keuangan, dan beberapa situs resmi yang berhubungan dengan penelitian.

Berdasarkan hasil analisis pengembangan lahan atau *land development analysis* dengan analisis *highest and best use*, maka peruntukkan yang terbaik yaitu Hotel dan *Convention Center* dengan NPV sebesar Rp23.465.224.271,00 dan nilai tanah per meter persegi sebesar Rp1.993.138,90.

Kata Kunci: *Land Development Analysis*, Analisis *Highest and Best Use*, Tanah Kosong Kecamatan Simanindo, Aset Milik Pribadi.

ABSTRACT

Land development analysis about private own vacant land asset location in Samosir Island Sub-District of Simanindo Regency of Samosir Province of North Sumatera was done with highest and best use analysis approach where land area is about 11.773 m² with three highest and best use development simulations, such as: hotel and convention center, cottage, recreation wide and swimming pool. These analyses include physic and location aspects along legal and rules aspects, and financial feasibility aspects for every developments so that can be obtained the possibilities development alternative.

In this research, the data were analyzed that consist of primary and secondary data. The primary data consist of income from hotel and cottage, rent revenue, costs that can be obtained from unstructured interview, whereas physic data that consist of size, shape of tread, utility, and else can be obtained through directly observation. Secondary data can be obtained through official website from Central Bureau of Statistic, Public Work Service, Ministry of Finance, and several official websites that correspond to this research.

Consider to the result of land development analysis with highest and best use analysis, so the designation to the best is about Hotel and Convention Center with result of net present value is Rp23.465.224.271,00 and the value of vacant land per square meter is Rp1.993.138,90.

Key Word: Land Development Analysis, Highest and Best Use Analysis, Vacant Land in Sub-District of Simanindo, Private Own Asset.