



## INTISARI

Penelitian ini bertujuan menilai biaya kesempatan pengembangan tapak PT ULH dan menganalisis strategi pemanfaatan properti. Penelitian ini dilakukan pada tapak yang dimiliki oleh PT UL di Jalan Zainal Abidin Pagar Alam di Kota Bandar Lampung. Berdasarkan sumber data primer dan data sekunder yang didapatkan melalui wawancara dengan Badan Pengelola PT UL, pelaksana proyek, mahasiswa, pegawai PTL UL, PPAT, serta penduduk sekitar wilayah selaku respondennya. Data sekunder berupa data makro perekonomian, geografis, topografi, demografi, serta harga tanah dan serta bahan bangunan di Kota Bandar Lampung diperoleh dari Dinas Tata Kota Bandar Lampung, Badan Perencanaan Pembangunan Daerah Provinsi Lampung. Badan Pusat Statistik Provinsi Lampung dan Kota Bandar Lampung, Kementerian Pekerjaan Umum, dan lain lain.

Dengan mengasumsikan pengembangan tapak diselesaikan dan dioperasikan, didapatkan nilai dari properti saat ini berupa nilai tanah dan nilai bangunan rumah sakit. Kedua nilai ini merupakan nilai produktivitas maksimum dari pengembangan lahan. Nilai produktivitas maksimum adalah Rp1.112.788.687.000,00 didapatkan dari penerapan metode *Land Development Analysis* yaitu sebesar Rp659.788.687.000,00 untuk nilai tanah dan metode *Reproduction Cost New* sebesar Rp453.000.000.000,00 untuk nilai bangunan. Nilai *existing* tapak PT ULH sebesar Rp393.493.323.000,00 didapatkan dari penerapan metode pendekatan perbandingan data pasar yaitu sebesar Rp338.510.000.000,00 untuk nilai tanah dan Metode *Reproduction Cost New* sebesar Rp54.983.323.000,00 untuk nilai bangunan. Dari 2 nilai tersebut yaitu nilai produktivitas maksimum dan nilai *existing* maka di dapatkan nilai *opportunity cost*-nya sebesar Rp719.295.364.000,00. Nilai ini juga merupakan nilai *opportunity loss* pengembangan tapak PT ULH. Kesimpulan penelitian ini untuk mengoptimalkan fungsi tapak *existing* adalah dengan memfungsikan tapak sebagai sarana parkir, serta bangunan sementara berupa kios dan lapak dagang.

Kata Kunci : *Land Development Analysis (LDA)*, Pendekatan Perbandingan Data Pasar, *Reproduction Cost New*, *Opportunity Cost*



## ABSTRACT

This research aims to determine the opportunity cost of PT ULH site and analyzing the utilization strategy for existing property. This research is conducted at the site that owns by PT UL located on Zainal Abidin Pagar Alam Street at Bandar Lampung City. Based on the data source, the data in this study consisted of primary data and secondary data. The primary data is collected through an interview with the Management Board of PT UL, project implementator, students, employees of the PT UL, PPAT and the society around the area as the respondents. Secondary data consist of macro economics data, geographic, topographic, demographic, and also the land price and building materials at Bandar Lampung City obtained from Department of City Planning Bandar Lampung, Plans and Regional Development Lampung Province. The Central Bureau of Statistics Lampung Province and Bandar Lampung City, Ministry of Public Workds, and others.

By assuming the site development was done and operationalized, than the final result is the existing value of property which consist of land and building value. This both value are the maximum productivity of the land development. This maximum value is Rp1.112.788.687.000,00 which obtained from the application of Land Development Analysis Method the land price that equals to Rp659.788.687.000,00 and the application of Reproduction Cost New Method for the building price equals to Rp453.000.000.000,00. The existing PT UL is Rp393.493.323.000,00 which obtained from the application of market sales comparison method for the land price that equals to Rp338.510.000.000,00 and the application of Reproduction Cost New method for the building price that equals to Rp54.983.323.000,00. The opportunity cost is from this two value, which is consist of maximum productivity value and the existing value. This both value equals to Rp719.295.364.000,00. This value also act as the opportunity loss development value of PT ULH. The conclusion of this research in optimizing the existing site is by functioning the site as a parking area, temporary stall building, and trade.

**Keywords:** Land Development Analysis (LDA), Market Sales Data Comparison, Reproduction Cost New (RCN), Opportunity Cost.