

Rauhillah Ummu Faizah. NIM 190331100089. *ANALISIS KAWASAN INDUSTRI CABE JAMU KAPEDI DALAM PENINGKATAN SUSTAINABILITY KEARIFAN LOKAL MADURA*. Dibawah Bimbingan Khoirul Hidayat, S.T., M.T dan Dr. Moh Fuad Fauzul Mu'tamar, S.TP., M.Si.

ABSTRAK

Produksi cabe jamu di Kecamatan Bluto pada tahun 2020 sebesar 2.761,85 ton. Produksi tersebut mengalami peningkatan yang signifikan dari tahun ke tahun. Namun komoditi tersebut tidak dikembangkan dengan baik sehingga perlu pengolahan lanjutan untuk menghasilkan suatu produk. Analisis kawasan industri cabe jamu meliputi perhitungan BEP, NPV, IRR, *B/C Ratio*, *Profitability Index*, dan *Payback Period*. Tujuannya untuk mengetahui kelayakan pembangunan kawasan industri cabe jamu di Desa Kapedi, Kecamatan Bluto, Kabupaten Sumenep. Hasil penelitian ini menunjukkan bahwa analisis finansial menunjukkan bahwa kawasan industri yang dibangun memiliki tingkat kelayakan sebagai berikut nilai *Net Present Value* (NPV) sebesar Rp 2.456.622.467 layak karena $NPV > 0$, *Internal Rate of Return* (IRR) sebesar 16,5% layak karena $IRR > 12\%$. *Payback Period* yaitu 2 tahun 3 bulan (< 5 tahun), *B/C ratio* sebesar 1,5 layak karena $B/C ratio > 1$, *Profitability Index* sebesar 1,5 layak karena $PI > 1$. BEP taman edukasi sebesar Rp 14.810 dalam minimal produksi 3.251 tiket/tahun, BEP produk berbasis cabe jamu sebesar Rp 16.761 dalam minimal produksi 31.475 produk/tahun, BEP *Herbal Drink Cafe* sebesar Rp 11.132 dalam minimal produksi 47.582 produk/tahun. BEP penerimaan dari kawasan industri cabe jamu sebesar Rp 1.693.386.789. Kawasan industri cabe jamu yang didirikan di Desa Kapedi, Kecamatan Bluto, Sumenep dinyatakan layak untuk didirikan dimasa yang akan datang karena telah memenuhi persyaratan analisis finansial. Fasilitas yang akan didirikan diantaranya taman edukasi, produk berbasis cabe jamu, dan *Herbal Drink Cafe*.

Kata Kunci: *Analisis Finansial, Kawasan Industri, Cabe Jamu, Sustainability*

Rauhillah Ummu Faizah. NIM 190331100089. ANALYSIS OF THE KAPEDI CABE JAMU INDUSTRIAL AREA IN INCREASING THE SUSTAINABILITY OF MADURA LOCAL WISDOM. Dibawah Bimbingan Khoirul Hidayat, S.T., M.T dan Dr. Moh Fuad Fauzul Mu'tamar, S.TP.,M.Si.

ABSTRACT

Cabe jamu production in Bluto district in 2020 is 2,761.85 tons. The production has increased significantly from year to year. However, these commodities are not well developed so that further processing is needed to produce a product. The analysis of the cabe jamu industry area includes the calculation of BEP, NPV, IRR, B/C Ratio, Profitability Index, and Payback Period. The aim is to determine the feasibility of developing the cabe jamu industrial area in Kapedi Village, Bluto district, Sumenep regency. The results of this study indicate that the financial analysis shows that the industrial area that was built has the following feasibility levels as a Net Present Value (NPV) of Rp. 2,456,622,467 is feasible because $NPV > 0$, Internal Rate of Return (IRR) of 16.5% is feasible because $IRR > 12\%$. The Payback Period is 2 years and 3 months (< 5 years), a B/C ratio of 1.5 is feasible because the $B/C \text{ ratio} > 1$, a Profitability Index of 1.5 is feasible because $PI > 1$. BEP for education parks is IDR 14,810 with a minimum production of 3,251 tickets/year, BEP for herbal-based chili products is IDR 16,761 with a minimum production of 31,475 products/year, BEP Herbal Drink Cafe is IDR 11,132 with a minimum production of 47,582 products/year. The BEP of revenue from the herbal chili industrial area is IDR 1,693,386,789. The cabe jamu industrial area which was established in Kapedi Village, Bluto district, Sumenep was declared feasible to be established in the future because it met the requirements of financial analysis. The facilities that will be established include educational parks, herbal chili-based products, and Herbal Drink Cafe.

Keyword: Financial Analysis, Industrial Area, Cabe Jamu, Sustainability