

ABSTRACT

Srimi Ayu Lestari, Mochamad Reza Adiyanto, Bambang Sudarsono, Eni Sri Rahayuningsih, Feasibility Studi of Chicken Slaughterhouse Business Investment

The aim of this research is to analyze the feasibility of investing in a Poultry Slaughterhouse Business at CV Rafika Foods Indonesia from a financial aspect.

The research uses a quantitative method with purposive sampling. The investment feasibility analysis tools used are Net Present Value, Internal Rate of Return, Average Rate of Return, Profitability Index, Break Event Point, Payback Period, Discounted Cash Flow, and Shutdown Point. The data obtained is primary data using interview techniques directly at the place of business.

The conclusion from the calculations carried out was that the Net Present value has a positive value of IDR 10,774,910,484 and was declared feasible. The result of the Internal Rate of Return of 12.53% were said to be feasible because it was greater than the Discount Rate. The Average Rate of Return of 707% was said to be feasible because it was more than 100%, the profitability Index produces a calculation of 7.18 which id declared feasible because it more than 1. Break Event Point on income of IDR 7,007,120,000 per year with a Payback Period of 1 Year 8 months 23 days. Discounted Cash Flow calculation of IDR 12,274,910,483.74 and result of Shutdown Point analysis for the CV Rafika Foods Indonesia business with income of IDR 7.077,209,302 per year.

Keywords: *Financial Aspect; Investment Feasibility; Chicken Slaughterhouse*

ABSTRAK

Srimi Ayu Lestari, Mochamad Reza Adiyanto, Bambang Sudarsono, Eny Sri Rahayuningsih, Studi Kelayakan Investasi Usaha Rumah Potong Ayam

Tujuan penelitian ini untuk menganalisis kelayakan investasi usaha Rumah Potong Unggas di CV Rafika Foods Indonesia yang ditinjau dari aspek keuangan.

Penelitian ini menggunakan metode kuantitatif dengan pengambilan *sample purposive sampling*. Alat analisis kelayakan investasi yang digunakan yaitu *Net Present Value*, *Internal Rate of Return*, *Average Rate of Return*, *Profitability Index*, *Break Event Point*, *Payback Period*, *Discounted Cash Flow*, dan *Shutdown Point*. Data yang diperoleh merupakan data primer dengan teknik wawancara secara langsung ke tempat usaha.

Kesimpulan dari perhitungan yang dilakukan diperoleh hasil *Net Present Value* bernilai positif sebesar Rp 10.774.910.484 dan dinyatakan layak, Hasil *Internal Rate of Return* sebesar 12.53% dikatakan layak karena lebih besar dari *Discount Rate*, *Average Rate of Return* sebesar 707% dikatakan layak karena lebih dari 100%, *Profitability Index* menghasilkan perhitungan sebesar 7.18 dinyatakan layak karena lebih dari 1, *Break Event Point* pada pendapatan Rp 7.077.120.000 pertahunnya dengan *payback period* 1 tahun 8 bulan 23 hari. Perhitungan *Discounted Cash Flow* sebesar Rp 12.274.910.483.74 dan hasil analisis *Shutdown Point* pada usaha CV Rafika Foods Indonesia pada pendapatan Rp 7.077.209.302 pertahun.

Kata Kunci: Aspek Keuangan; Kelayakan Investasi; Rumah Potong Ayam