

ABSTRAK

Aprilia Andini. Studi Kelayakan Bisnis Pada Produk Bashield: Sudut Pandang Aspek Manajemen Keuangan. Di bawah bimbingan Mochamad Reza Adiyanto, S.P., M.M.

Penelitian ini bertujuan untuk menganalisis kelayakan bisnis produk Bashield (*Bacterial Base for Crop Shield*) dari sudut pandang aspek manajemen keuangan. Penelitian menggunakan pendekatan kualitatif dengan dukungan data kuantitatif. Data diperoleh melalui wawancara, dokumentasi, dan studi literatur. Analisis dilakukan melalui perhitungan investasi awal yang terdiri atas *capital expenditure* (CapEx) dan modal kerja awal, penyusutan aset, harga pokok produksi (HPP), proyeksi laba rugi, proyeksi arus kas, serta penilaian kelayakan investasi menggunakan metode *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Payback Period* (PP), dan analisis sensitivitas. Hasil penelitian menunjukkan bahwa investasi awal yang dibutuhkan untuk pengembangan usaha Bashield sebesar Rp27.425.582. Berdasarkan proyeksi keuangan selama lima tahun, usaha Bashield menghasilkan nilai NPV sebesar Rp137.457.682, nilai IRR sebesar 134,82%, dan *Payback Period* selama 9 bulan. Hasil tersebut menunjukkan bahwa usaha Bashield layak untuk dijalankan karena memiliki NPV positif, nilai IRR yang melebihi tingkat diskonto, serta periode pengembalian investasi yang relatif cepat. Hasil analisis sensitivitas juga menunjukkan bahwa usaha tetap layak meskipun terjadi penurunan pendapatan sebesar 10% maupun kenaikan harga pokok produksi sebesar 10%, yang ditunjukkan oleh nilai NPV yang tetap positif dan IRR yang masih berada di atas tingkat diskonto. Berdasarkan hasil analisis tersebut, produk Bashield dinyatakan layak untuk dikembangkan dan dikomersialisasikan dari sudut pandang aspek manajemen keuangan.

Kata kunci: studi kelayakan bisnis, biopestisida, manajemen keuangan, NPV, IRR, payback period, analisis sensitivitas

ABSTRACT

Aprilia Andini. Business Feasibility Study of Bashield: A Financial Management Perspective. Under the guidance of Mochamad Reza Adiyanto, S.P., M.M.

This study aims to analyze the business feasibility of Bashield (Bacterial Base for Crop Shield) from a financial management perspective. The research employs a qualitative approach supported by quantitative data. Data were collected through interviews, documentation, and literature review. The analysis includes initial investment calculations consisting of capital expenditure (CapEx) and initial working capital, asset depreciation, cost of goods manufactured (COGM), projected income statements, projected cash flows, and investment appraisal using the Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP), and sensitivity analysis methods. The results indicate that the initial investment required for the Bashield business is IDR 27,425,582. Based on a five-year financial projection, the business generates an NPV of IDR 137,457,682, an IRR of 134.82%, and a payback period of 8 months. These results demonstrate that Bashield is financially feasible because it produces a positive NPV, an IRR exceeding the discount rate, and a relatively short investment recovery period. The sensitivity analysis also shows that the business remains feasible under a 10% decrease in revenue and a 10% increase in production costs, as reflected by a positive NPV and an IRR that remains above the discount rate. Based on these findings, Bashield is considered feasible for further development and commercialization from a financial management perspective.

Keywords: business feasibility study, biopesticides, financial management, NPV, IRR, payback period, sensitivity analysis