

RINGKASAN

Dianatur Rosyidah, 714.31.0726. “**Analisis Kelayakan Finansial Restoran Ayam Brewok Siap Saji di Desa Karangduak Kecamatan Sumenep Kabupaten Sumenep**”. Dosen Pembimbing 1: Ribut Santosa, S.P., MP., Dosen Pembimbing 2: Eka Nofidayanti, SP., MMA

Kota sumenep yang terkenal dengan industri kulinernya, membuat pengusaha kuliner mencoba berinovasi demi mendapatkan pelanggan yang tetap kekurangan modal baik itu uang ataupun tempat, tidak mengurungkan niat pengusaha untuk menjalankan usaha di bidang kuliner. Data dari badan pusat statistik (BPS) menunjukkan pertumbuhan industri makanan dan minuman mencapai 17,5% tahun 2007 dan 14,9% pada tahun 2008.

Tujuan dari penelitian ini untuk mengetahui tingkat kelayakan finansial Restoran Ayam Brewok di Desa Karangduak Kecamatan Sumenep Kabupaten Sumenep tujuan yang kedua untuk mengetahui kepekaan/sesitivitas di Restoran Ayam Brewok di Desa Karangduak Kecamatan Sumenep Kabupaten Sumenep Metode pengumpulan data digunakan data yaitu data primer dan sekunder. Dataprimer diantaranya biaya investasi, operasioanal proses produksi, harga input dan output sedangkan data primer yaitu obeservasi, kuisisioner dan wawancara.

Hasil analisis kelayakan Resto Ayam Brewok di Desa karangduak Kecamatan Sumenep Kabupaten Sumenep mempunyai nilai NPV > 0 yaitu Rp. 835.107.263 pada diskon faktor 9% sedangkan IRR $> 9\%$ yaitu sebesar 30,09%, serta Net B/C sebesar > 1 , sebesar 4,67% dan PP sebesar 4,33 Berdasarkan hasil analisis finansial tersebut, maka usaha Resto Ayam Brewok di Desa Karangduak Kecamatan Sumenep layak untuk di usahakan. Berdasarkan hasil analisis sensitifitas dengan kenaikan harga bahan baku ayam sebesar 7% dan diperoleh masing-masing nilai NPV sebesar Rp 725.781.181 dan IRR sebesar 27,05%, serta nilai Net B/C sebesar 4,12% serta PP sebesar 4.38. Secara umum menunjukkan bahwa Resto Ayam Brewok di Desa Karangduak Kecamatan Sumenep Kabupaten Sumenep masih layak di usahakan.

Kata Kunci : Analisis Kelayakan, NPV,IRR,NET B/C, PP ,Sensitivitas.

SUMMARY

Dianatur Rosyidah, 714.31.0726. **"Financial Feasibility Analysis of Ready-to-Eat Poultry Restaurants in Karangduak Village, Sumenep District, Sumenep Regency."**

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Sumenep city which is famous for its culinary industry, makes culinary entrepreneurs try to innovate in order to get customers who still lack capital either money or place, not discouraging entrepreneurs from doing business in the culinary field. Statistics (BPS) shows the growth of the food and drink industry and reached 17.5% in 2007 and 14.9% in 2008.

The purpose of this study was to determine the level of financial feasibility of the Chickens Restaurant in Karangduak Village, Sumenep Regency, the second objective was to find out sensitivity / sensitivity in the Chicken Beef Restaurant in Karangduak Village, Sumenep Regency. Data collection methods used data namely primary and secondary data. Primary data include investment costs, operation of the production process, input and output prices while the primary data is observation, questionnaires and interviews.

Based on the results of an analysis of the feasibility of Resto Chicken Beef in Karangduak Village, Sumenep Regency has an NPV value > 0 , which is Rp. 835,107,263 at a discount factor of 9% while IRR $> 9\%$ which is equal to 30.09%, and Net B / C at > 1 , at 4.67% and PP at 4.33 Based on the results of the financial analysis, the business of Resto Ayam Brewing in Karangduak Village, Sumenep Subdistrict is worth trying, Based on the results of sensitivity analysis with an increase in the price of raw materials of chicken by 7% and obtained by each NPV value of Rp 725,781,181 and IRR of 27.05%, and Net B / C amounting to 4.12% and PP amounting to 4.38. In general it shows that Resto Beef in Karangduak Village, Sumenep District, Sumenep Regency is still feasible.

Keywords: Feasibility Analysis, NPV, IRR, NET B / C, PP, Sensitivity