

TINJAUAN EKONOMIS KELAYAKAN USAHA KAPAL TRANSPORTASI 18 ORANG BERBAHAN FIBERGLASS

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Abstrak

Dengan melihat masih luasnya peluang industri perkapalan dalam negeri, maka banyaknya perusahaan lokal mengambil kesempatan dalam meningkatkan daya saing di dalam industri ini. Tujuan dari penelitian ini adalah untuk mengukur dan mengetahui kelayakan usaha dari kapal transportasi 18 orang, selain itu juga untuk mengetahui *profit* atau keuntungan serta jangka waktu yang diperlukan untuk pengembalian modal. Metode yang digunakan yaitu menggunakan perhitungan *NPV (Net Present Value)*, *BEP (Break Even Point)*, *IRR (Internal Rate of Return)*, *ROI (Rate Of Return on Investment)*, dan *Payback Ratio*.

Dari hasil analisis perhitungan, didapatkan hasil Net Present Value (NPV) sebesar Rp. 447.56.172, Break Even Point sebesar 4,77 tahun, Internal Rate Return (IRR) sebesar 27-28 %, % Return On Investment (ROI) sebesar 28,79 %, dan Profitability Ratio sebesar 4,36 % dan dari hasil analisis tersebut investasi kapal layak dan menguntungkan.

Kata Kunci: Analisa Kelayakan, Kapal *fiberglass*

**ECONOMIC REVIEW OF THE FEASIBILITY VESSEL
TRANSPORTATION BUSINESS 18 PEOPLE CAPACITY MADE FROM
FIBERGLASS**

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Abstract

By looking at the how vast opportunities of the domestic shipping industries, make a lot of local company take this chances for improving their competitiveness in this industry. Purpose of this research is for measuring and knowing the feasibility of this vessel transportation business 18 people capacity, also for knowing the profit calculation and how long time period needed for the return on investment. For this research there are several method that used for the calculations, first is using NPV calculations (Net Present Value), BEP (Break Even Point), IRR (Internal Rate of Return, ROI (Rate of Return on Investment), and Payback Ratio.

Result from the calculations analysis is, Net Present Value (NPV) with amount of Rp. 447.56.172, Break Event Point durations is 4,77 years, 27% -28% as Internal Rate Return (IRR), Return on Investment (ROI) with amount of 28,79 %, and 4,36% as Profitability Ratio. From those analysis result we can concluded that vessel transportations investment is feasible and profitable.

Key words: Feasibility analysis, fiberglass ship