

# **ANALISIS KELAYAKAN USAHA PADA PRODUKSI BORDIR DI PT XYZ**

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**Abstak**

Analisis kelayakan merupakan penelitian yang bertujuan dapat tidaknya suatu bisnis atau proyek mampu memberikan manfaat ekonomis. PT. XYZ merupakan perusahaan yang bergerak dibidang bordir, jumlah order yang tidak menentu kerap kali membuat perusahaan ini menghintikan kegiatan produksi untuk beberapa waktu. untuk itu perlu dilakukan analisis pada aspek ekonomi untuk mengetahui apakah usaha bordir ini layak dijalankan. Tujuan penelitian adalah mengetahui analisis ekonomi dan sistem bisnis produksi bordir pada PT XYZ menggunakan metode *NPV (Net Present Value)*, *BEP (Break Even Point)*, *IRR (Internal Rate of Return)*, *BCR (Benefit Cost Ratio)*, *PI (Profitability Index)*. Serta mengukur dan menganalisa tingkat investasi produksi bordir dalam lingkup ekonomi teknik menggunakan metode *Analisis Sensitivitas*.

Dari hasil penelitian didapat *Net Present Value (NPV)* sebesar Rp1.610.266.877, *Break Even Value (BEP)*, BEP unit sebanyak 88.489 unit sedangkan BEP rupiah sebesar Rp 752.159.562, IRR didapatkan hasil 27,5% sampai 27,6%, *Benefit Cost Ratio (BCR)* didapatkan hasil BCR sebesar 1,1318, dan *Profitability Index (PI)* didapatkan hasil PI sebesar 1,8293. Hasil sensitivitas menunjukkan batas ketidak layakan turunnya order sebanyak 35% sementara untuk harga jual sebesar 12%.

Kata kunci : Analisis kelayakan usaha, NPV, IRR, BCR, PI, BEP, dan analisis sensitivitas.

# **BUSINESS FEASIBILITY ANALYSIS OF EMBROIDERY PRODUCTION IN PT XYZ**

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**Abstract**

Feasibility analysis is a study aimed at whether or not a business or project can provide economic benefits. PT. XYZ is a company engaged in embroidery, the number of erratic orders often make this company to stop production activities for some time. for it needs to be analyzed on the economic aspect to determine whether the embroidery business is feasible to run. The purpose of this research is to know the economic analysis and business system of embroidery production at PT XYZ using NPV (Net Present Value), BEP (Break Even Point), IRR (Internal Rate of Return), BCR (Benefit Cost Ratio), PI (Profitability Index. As well as measure and analyze the level of investment of embroidery production in the scope of economic engineering using Sensitivity Analysis method.

From the research results obtained Net Present Value (NPV) of Rp1.610.266.877, Break Even Value (BEP), BEP units as many as 88,489 units while the rupiah BEP of Rp 752.159.562, IRR obtained results 27.5% to 27.6% , Benefit Cost Ratio (BCR) got result of BCR equal to 1,1318, and Profitability Index (PI) got result of PI equal to 1,8293. Sensitivity results indicate the limit of unexpected fall in order by 35% while for the sale price of 12%.

**Keywords:** Business feasibility analysis, NPV, IRR, BCR, PI, BEP, and sensitivity analysis.