

ANALISIS KELAYAKAN USAHA TOKO BINTANG CCTV DENGAN METODE *BUSINESS MODEL CANVAS* DAN ANALISIS SENSITIVITAS

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ABSTRAK

Toko Bintang CCTV merupakan usaha retail yang bergerak di bidang elektronik khususnya pada keamanan digital yaitu kamera CCTV. Toko Bintang CCTV merupakan hasil pengembangan usaha Toko Bintang Komputer yang dikembangkan di wilayah yang sama yaitu Jagakarsa. Setelah berjalan satu tahun, penjualannya masih belum stabil, sehingga perlu dilakukan analisis kelayakan usaha ditinjau dari perhitungan aspek finansial, aspek non-finansial, analisis sensitivitas, dan *Business Model Canvas*. Hasil dari perhitungan aspek finansial diterapkan pada tiga kondisi sensitivitas yaitu *optimistic*, *best*, dan *pessimistic*. Pada kondisi *optimistic* dinilai layak dengan nilai NPV Rp236,483,715, PP selama 2 tahun 7 bulan, PI sebesar 1,51, IRR sebesar 78,8%, dan BEP sebesar Rp62,142,023. Pada kondisi *best*, dinilai layak dengan nilai NPV Rp71,108,423, PP selama 4 tahun 4 bulan, PI sebesar 1,23, IRR sebesar 23,8%, dan BEP sebesar Rp173,641,626. Pada kondisi *pessimistic*, dinilai tidak layak dengan nilai NPV sebesar -Rp116,747,029, PP yang lebih lambat dari target, PI sebesar 0,93, IRR sebesar -15,9%, dan BEP sebesar 65,694,843. Aspek non-finansial meliputi aspek manajemen dan organisasi, aspek pasar dan pemasaran, dan aspek teknis dan operasional. *Business Model Canvas* mengklasifikasikan Sembilan elemen bisnis berdasarkan hasil wawancara.

Kata Kunci: Kelayakan Usaha, Sensitivitas, *Business Model Canvas*

FEASIBILITY ANALYSIS OF BINTANG CCTV STORE WITH BUSINESS MODEL CANVAS METHODE AND SENSITIVITY ANALYSIS

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ABSTRACT

Bintang CCTV store is a retail business that specializes in digital security, namely CCTV cameras. Bintang CCTV store is a result of the development of Bintang Komputer store, which is also located in Jagakarsa. After one year of operation, sales have not been stable, so a feasibility analysis is needed to assess the financial, non-financial, sensitivity, and Business Model Canvas aspects. The results of the financial aspect calculations were applied to three sensitivity conditions: optimistic, best, and pessimistic. Under optimistic conditions, the business is considered feasible with a NPV of Rp236,483,715, a PP of 2 year and 7 months, a PI of 1.51, an IRR of 78,8%, and a BEP of Rp173,641,626. Under best conditions, the business is also considered feasible with a NPV of Rp71,108,423, a PP of 4 years and 4 months, a PI of 1.23, an IRR of 23,8%, and a BEP of Rp173,641,626. However, under pessimistic conditions, the business is considered not feasible with a NPV of -Rp116,747,029, a PP is longer than the target, a PI of 0.93, an IRR of -15,9%, and a BEP of -Rp116,747,029. The non-financial aspects include management and organization, market and marketing, and technical and operational aspects. The Business Model Canvas classifies nine business elements based on the results of interviews.

Keywords: *Feasibility, Sensitivity, Business Model Canvas*