Analisis Kelayakan Usaha Rangkaian Bunga pada Bromelia *Florist*

Viona Olivia Idony

ABSTRAK

Bunga potong digunakan untuk mengungkapkan perasaan hati simpati kepada yang berduka cita atau kegembiraan atas suatu keberhasilan. Hal ini menunjukkan pangsa pasar bunga potong telah meluas. Perluasan pangsa pasar akan memberi prospek baik bagi petani maupun pedagang bunga potong. Tujuan penelitian ini adalah mengkaji kelayakan usaha pada Bromelia *Florist.* Metode analisis yang digunakan adalah analisis aspek non finansial dan asoek finansial. Berdasarkan hasil penelitian yang dilakukan, aspek non finansial layak kecuali aspek manajemen yang diperlukan perbaikan pada aspek tersebut. Sedangkan aspek finansial dinyataan layak karena NPV sebesar Rp 681.204.833, IRR 153, Net B/C sebesar 11.423, *payback period* selama 2 bulan dan PI sebesar 1.15. Berdasarkan hasil analisis sensitivitas menggunakan Microsoft Exel dan *Software Lindo*. Hasil analisis sensitivitas pada Microsoft Exel menggunakan metode *switching value* sedangkan pada *Software Lindo* menggunakan metode pemograman linier dengan mencari kapasitas optimum produksi.

Kata Kunci   : analisis kriteria investasi, aspek finansial, aspek non finansial, analisis *switching value*, *Software Lindo*.

Feasibility Analysis of Flower Arrangement Business at Bromelia Florist

Viona Olivia Idony

ABSTRACT

Cut flowers are used to express the feelings of sympathy of the heart to those who love the excitement or the joy of a success. This time, I show the market of the mother market of the ipotong has expanded. The expansion of ipasar ipangsa will give iprospek both the farmers and the traders of cut fruit. The purpose of this study is to examine the business feasibility of Bromelia Florist. The analytical method used is the analysis of non-financial aspects and financial assumptions. Based on the results of research conducted, non-financial aspects are feasible except management aspects that are needed improvement in these aspects. While the financial aspect was stated to be feasible because the NPV was Rp 681,204,833, IRR 153, Net B / C was 11,423, the payback period was 2 months and the PI was 1.15. Based on the results of sensitivity analyzes using Microsoft Exel and Lindo Software. The results of the sensitivity analysis on Microsoft Exel use the switching value method while the Lindo Software uses a linear programming method by finding the optimum production capacity.

Keywords *: investment criteria analysis, financial aspects, non-financial aspects, switching value analysis, Lindo Software.*