

ABSTRAK

STUDI KELAYAKAN PROYEK PENGEMBANGAN RANTAI UNIVERSAL CHAIN Studi Kasus Pada U.D. Sinar Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah Proyek Rantai Universal Chain layak dilaksanakan atau tidak. Jenis penelitian ini menggunakan studi kasus yaitu hasil penelitian hanya berlaku pada perusahaan yang diteliti dan tidak berlaku pada perusahaan lainnya.

Data dalam penelitian ini diperoleh melalui beberapa teknik pengumpulan data yaitu dengan wawancara, observasi dan dokumentasi perusahaan, sedangkan teknik analisis data yang digunakan adalah analisa aspek pasar dan pemasaran, aspek teknis, aspek manajemen, aspek keuangan, aspek ekonomi dan sosial, aspek hukum.

Hasil penelitian dalam seluruh aspek analisa data menunjukkan proyek layak dilaksanakan dengan hasil pada aspek keuangannya adalah : 1) proceeds 2003 Rp.253.981.250, 2) NPV Rp. 633.587.357, 3) PI 1,8 4) PP 2 tahun 1 bulan 5 hari, 5) IRR 14,3% dan 6) BEP pada ukuran : a) $420-100 = 909$ unit, b) $428 - 100 = 909$ unit, c) $428 - 110 = 781$ unit, d) $428 - 120 = 242$ unit. Pada aspek ekonomi dan sosial a) inflasi 12,55%, b) GDP 3,32%, c) GNP (dalam milyar) Rp1.163.575,2 d) income per kapita Rp 7216,9 (dalam ribuan), e) pajak sudah sah mengikuti peraturan undang-undang. Dan juga hasil penelitian dari aspek pasar dan pemasaran, aspek teknis, aspek manajemen, aspek hukum secara keseluruhan penelitian menunjukkan Proyek Rantai Universal Chain layak dilaksanakan.

ABSTRACT

FEASIBILITY STUDY ON UNIVERSAL CHAIN DEVELOPMENT PROJECT A Case Study at U.D. Sinar, Yogyakarta

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This research purposed to know whether the Universal Chain Development Project was feasible or not to be performed. The research was a case study, in which the result of the research is only effective for the firm studied and not for others that are not studied.

The data of this research was obtained by several techniques of data gathering, namely interview, observation, and documentation. The data analysis techniques used were analysis of market and marketing, technical, managerial, financial, economy and social and legal aspects.

The result of all aspects of data analysis showed that the project was feasible to be implemented obtaining the financial aspect as the following: 1) proceeds 2003 was Rp.253.981.250, 2) NPV was Rp.633.587.357, 3) PI was 1.8, 4) PP was 2 years 1 month and 5 days, 5) IRR was 14,3% and 6) BEP on the measures of : a) 420-100 was 909 units, b) 428-100 was 909 units, c) 428-110 was 781 units, d) 428-120 was 242 units. On the economical and social aspects: a) the inflation rate was 12.55%, b) GDP was 3.32%, c) GNP (in billions) was Rp1.163,575.2 d) income per capita was Rp 7216.9 (in thousands), e) tax was legal by law. And also the result of this research of market and marketing aspects, technical, managerial, and legal aspect as a whole of the research showed that the Universal Chain Development Project was feasible to be implemented.