

ABSTRAK

STUDI KELAYAKAN USAHA BERDASARKAN ANALISIS SWOT DAN KEUANGAN

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Penelitian ini bertujuan untuk mengetahui: 1) kelayakan usaha berdasarkan analisis SWOT dan 2) kelayakan usaha berdasarkan analisis Keuangan.

Subjek penelitian ini adalah Peternakan Babi Kolese Le Cocq d'Armandville Nabire, Kabupaten Paniai - IRIAN JAYA dengan menggunakan data operasional dari bulan Agustus 2000 sampai dengan Mei 2001. Teknik Pengumpulan data yang digunakan adalah wawancara, observasi, dan hasil kepustakaan. Untuk menjawab masalah yang pertama digunakan analisis SWOT: meliputi ; matrik internal eksternal, dan matrik TOWS, sedangkan untuk menjawab masalah kedua digunakan analisis keuangan: meliputi; *metode payback period, net present value, profitability index, internal rate of return, dan break even point*.

Hasil penelitian menunjukkan bahwa usaha Peternakan babi Kolese Le Cocq d'Armandville , Nabire Kabupaten Paniai Irian-Jaya layak: 1) Berdasarkan analisis SWOT melalui matrik internal eksternal diketahui bahwa usaha Peternakan Babi Kolese Le Cocq d'Armandville terletak pada sel Σ , dengan strategi pertumbuhan atau strategi stabil, sedangkan dengan matrik TOWS diketahui usaha Peternakan Babi Kolese Le Cocq d'Armandville terletak pada kombinasi strategi pertumbuhan atau strategi stabil, dan 2) Berdasarkan analisis Keuangan karena diketahui *payback period* 3,5 tahun yang berarti baik karena lebih pendek waktunya daripada *maximum pay-back period* 8 tahun, sedangkan *net present value* = Rp 299.293.538,00 atau positif > 1 , *profitability index* 1,78 atau positif > 1 , *internal rate of return* 35, 64735 % yang berarti baik karena lebih besar dari *rate of return* 19,65 %, dan *break even point* total Rp. 147.326.171,00.

ABSTRACT

PROJECT FEASIBILITY STUDY BASED ON SWOT AND FINANCIAL ANALYSIS

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The objectives of the research were to know: 1) Project feasibility study based on SWOT analysis , and 2) Project feasibility study based on financial analysis.

The subject of the research was a Pig Cattle breeding " Le Cocq d'Armandville", Nabire, Paniai, IRIAN JAYA, with the use of operational data since August 2000 until May 2001. The data collecting techniques used were interview, observation, and literature result. To answer the first problem, SWOT analysis: including internal- eksternal matrix and TOWS matrix was used. For the second problem, the financial analysis was used including the methods of pay back period, net present value, profitability index, internal rate of return, and break even point.

The result showed that The Pig Cattle breeding " Le Cocq d'Armandville ", Nabire, Paniai, IRIAN JAYA was feasible, : 1) Based on the SWOT analysis with internal-eksternal matrix, it was known that The Pig Cattle breeding " Le Cocq d'Armandville", Nabire, Paniai, IRIAN JAYA was on 5 cell, with the growth strategy or stabil strategy meanwhile with TOWS matrix, it was known that The Pig Cattle breeding " Le Cocq d'Armandville" , Nabire, Paniai, IRIAN JAYA was on the combination of growth strategy or stabil strategy, 2) Based on the financial analysis, it was in a sound condition, because the pay back period was 3,5 years, that means good because it's shorter than maximun pay back period of 8 years, net present value was Rp 299.293.538,00 or positive > 1, profitability index was 1,78 or positive > 1, internal rate of return was 35,64735 % that means good because it's bigger than rate of return of 19,65 %, and total break even point was Rp 147.326.171,00.