

ABSTRAK

KELAYAKAN INVESTASI PENAMBAHAN AKTIVA TETAP Studi Kasus Pada Percetakan CV Sahabat Klaten

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Tujuan dari penelitian ini adalah untuk mengetahui apakah perusahaan layak jika melakukan penambahan mesin cetak. Penelitian ini dilakukan di Percetakan CV Sahabat Klaten.

Jenis penelitian ini adalah studi kasus. Data dikumpulkan dengan cara wawancara, observasi, kuesioner, dan dokumentasi. Teknik analisis data mempertimbangkan 4 aspek, yaitu aspek keuangan dengan analisis *time series* metode *least square*, aspek teknis dengan prosentase kuesioner, aspek manajemen dengan prosentase kuesioner, dan aspek keuangan dengan metode *net present value*.

Berdasarkan analisis kelayakan investasi penambahan aktiva tetap diperoleh hasil sebagai berikut: (1) analisis aspek pasar menunjukkan *forecast* meningkat dan terdapat kemungkinan kekurangan kapasitas mesin pada tahun mendatang; (2) analisis aspek teknis dengan skor kuesioner sebesar 80%; (3) analisis aspek manajemen dengan skor kuesioner 95%; (4) analisis aspek keuangan dengan *net present value* bernilai positif. Kesimpulan dari penelitian ini adalah perusahaan layak untuk menambah mesin cetak.

ABSTRACT

INVESTMENT FEASIBILITY OF FIXED ASSETS ADDITION Case Study at CV Sahabat Press In Klaten

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The objective of the research was to find out wheather it was feasible for the company to add the printing machine. This research was conducted at CV Sahabat press in Klaten.

The type of this research was a case study. Data were gathered by interview, observation, questionaires, and documentation. Data analysis technique considered four aspects. They were financial aspect which analyzed by time series analysis with least square method, technique aspect by percentage of questionaires, management aspect by percentage of questionaires, and financial aspect by net present value method.

The investment feasibility analysis on fixed assets addition, it was concluded that: (1) market aspect analysis showed that the trend increased and there was likely a lact at machine capacity in the next year; (2) technique aspect analysis by questioner score was 80%; (3) market aspect analysis by questioner score was 95%; (4) financial aspect analysis by net present value was positive. The conclusion of the research was that it was feasible for the company to add printing machine