

ANALISIS KELAYAKAN FINANSIAL USAHA AYAM JOWO SUPER STUDI KASUS PADA USAHA XYZ

Teuku Amaruddin NZ¹, Andung Jati Nugroho²

^{1,2}Fakultas Sains & Teknologi, Program Studi Teknik Industri, Universitas Teknologi Yogyakarta
Jl. Glagahsari No 63, Umbulharjo, Yogyakarta 55164

¹teukuamaruddin@gmail.com, ²andungjnugroho@gmail.com

Abstrak

Usaha peternakan ayam jowo super milik xyz ini berada di Desa Mojoroto, Kecamatan Kedawung, Kabupaten Sragen. Peternakan ini berdiri pada tahun 2019 dengan skala kecil karena hanya berkapasitas 1000 ekor. Untuk saat ini pemilik usaha berencana mengembangkan peternakannya menjadi 6000 ekor ayam. Tujuan dilakukan penelitian ini ingin mengetahui apakah usaha ayam jowo super layak atau tidak layak dikembangkan nilai investasinya menjadi 6000 ekor ayam jika dilihat dari aspek finansialnya. Maka perlu dilakukan analisis kelayakan finansial menggunakan perhitungan *Net Present Value* (NPV), *Benefit Cost Ratio* (BCR), *Internal Rate of Return* (IRR) dan *Pay Back Period* (PP). Sehingga dapat disimpulkan usaha Ayam Jowo Super dari 1000 ayam layak dikembangkan menjadi 6000 ayam jika dilihat dari hasil skenario perhitungan 6000 ayam didapatkan nilai *payback periode* adalah 1,16 periode, maka lama pengembalian modal investasi sangat cepat karena dengan pendapatan yang cukup tinggi dengan besar PP adalah $1,16 < 12$ periode. Nilai NPV yang didapatkan dari penelitian Rp 908.214.827 dengan pengolahan data besarnya DCF 6% (didapatkan dari suku bunga KUR BRI 2022), dari hasil yang di dapat besar NPV > 0 yang menyatakan bahwa kategori NPV > 0 diketahui bahwa usaha layak untuk dikembangkan. IRR yang didapatkan dari perhitungan sebesar 21,69%, lebih besar dari (DF) yaitu 6%. Kelayakan usaha ini juga didukung dengan hasil yang didapatkan dari perhitungan atas B/C Ratio yaitu 1,05. Dimana kategori penilaian usaha dikatakan layak adalah dengan besar Rasio B/C > 1 .

Kata kunci: *Net Present Value, Benefit Cost Ratio, Internal Rate of Return, payback period*

FINANCIAL FEASIBILITY ANALYSIS OF CHICKEN JOWO SUPER BUSINESS CASE STUDY IN XYZ BUSINESS

ABSTRACT

XYZ's super jowo chicken farm is located in Mojoroto Village, Kedawung District, Sragen Regency. This farm was established in 2019 on a small scale because it only has a 1000 chickens capacity. For now, the business owner plans to expand his farm to 6000 chickens. The purpose of this research is to determine whether the Jowo super chicken business is feasible or not to develop the investment value to 6000 chickens when viewed from the financial aspect. So it is necessary to analyze the financial feasibility using the calculation of Net Present Value (NPV), Benefit Cost Ratio (BCR), Internal Rate of Return (IRR), and Pay Back Period (PP). So it can be concluded that the Jowo Super Chicken business from 1000 chickens deserves to be developed into 6000 chickens; when viewed from the results of the calculation scenario of 6000 chickens, the payback period value is 1.16 periods, then the payback period on investment is speedy because the income is relatively high with a large PP is $1.16 < 12$ periods. The NPV value obtained from the research is 908,214,827 IDR with data processing, and the amount of DCF is 6% (obtained from the 2022 BRI KUR interest rate). From the results obtained, the $NPV > 0$ states that the NPV category > 0 indicates that the business is feasible to develop. The IRR obtained from the calculation is 21.69%, more significant than (DF), which is 6%. The feasibility of this business is also supported by the results obtained from the calculation of the B/C Ratio of 1.05. Where the business assessment category is said to be feasible is the B/C Ratio > 1 .

Keywords: *Net Present Value, Benefit Cost Ratio, Internal Rate of Return, payback period*

DAFTAR PUSTAKA

- [1] Ariadi, H., Fadjar, M., & Mahmudi, M. (2019). Culture in Intensive Aquaculture System With Low Salinity. *Journal of Economic and Social of Fisheries and Marine*, 07(01), 81–94.
- [2] Aziz, F. F. (2019). Analisis Kelayakan Finansial Usaha Ternak Ayam jowo super (Studi Kasus pada Peternakan Suparlan di Desa Jojog Kecamatan Pekalongan Kabupaten Lampung Timur). *Wahana Peternakan*, 3(1), 7–20. <https://doi.org/10.37090/jwputb.v3i1.112>
- [3] Barboza, F. A., Souza, L. L., & Pinto, A. C. (2019). Financial feasibility analysis in the implementation of a photovoltaic microgeneration system. *ITEGAM- Journal of Engineering and Technology for Industrial Applications (ITEGAM-JETIA)*, 5(17). <https://doi.org/10.5935/2447-0228.20190003>
- [4] Febrianto, A. (2019). Analisis kelayakan finansial usaha pembenihan ikan lele sangkuriang di Dafu Farm, Depok, Jawa Barat. *Repository.Uinjkt.Ac.Id*. <http://repository.uinjkt.ac.id/dspace/handle/123456789/48714>
- [5] Husnan, Suad dan Suwarsono Muhammad. (2000). Studi Kelayakan Proyek. Edisi Keempat. Yogyakarta : UPP AMP YKPN
- [6] Islam, F. M., & Prasetyo, A. D. (2020). Financial Feasibility Study for New Investment in New Digital Product of PT Telkom Indonesia (Case Study: SKP Project). *European Journal of Business and Management Research*, 5(5). <https://doi.org/10.24018/ejbmr.2020.5.5.558>
- [7] Kurdi, M. (2019). Analisis Kelayakan Finansial Usaha Ayam Ras Petelur Di Desa Soddara Kecamatan Pasongsongan Kabupaten Sumenep. *JAS (Jurnal Agri Sains)*, 3(1), 1–7. <https://doi.org/10.36355/jas.v3i1.266>
- [8] Reyes-Bozo, L., Salazar, J. L., Valdés-González, H., Sandoval-Yáñez, C., Vivanco-Soffia, M. E., Bilartello, L., Poblete, V., Soto, A., & Urrea, M. J. (2021). Viability analysis for use of methane obtained from green hydrogen as a reducing agent in copper smelters. *Results in Engineering*, 12. <https://doi.org/10.1016/j.rineng.2021.100286>
- [9] Sa'id, N. A., Ma'ruf, A., & Delfitriani, D. (2020). Analisis Kelayakan Usaha Produksi Tahu Sumedang (Studi Kasus Di Pabrik Tahu XY Kecamatan Conggeang). *Jurnal Agroindustri Halal*, 6(1), 105–113. <https://doi.org/10.30997/jah.v6i1.2681>
- [10] Savitri, D. A., Herlina, H., & Novijanto, N. (2021). Financial Feasibility Analysis of Chocolate Spread with Coconut Ingredients as Agroindustrial Product. *JournalLa Bisecoman*, 2(2), 14–24. <https://doi.org/10.37899/journallabisecoman.v2i2.353>
- [11] Sobana, D. H. (2018). Scanned by CamScanner. *PUSTAKA SETIA Bandung*.
- [12] Tasik, A., Fallo, Y. M., & Joka, U. (2020). Analisis Kelayakan Finansial Industri Rumahtangga Pangan (Studi Kasus Usaha Tahu Alfaria , Kota Kefamenanu). *Jurnal Penelitian Pertanian Terapan*, 20(3), 218–229. <http://www.jurnal.polinela.ac.id/JPPT>
- [13] Wang, Z. (2022). Evaluating the Accuracy of Net Present Value and Initial Rate of Return Investment Rules. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*, 203(Icemci), 1319–1322. <https://doi.org/10.2991/assehr.k.211209.215>
- [14] Widayanto, E. A., Hadi, S., & Prawitasari, S. (2019). Analisis Keuntungan Dan Analisis Keuntungan Dan Strategi Pengembangan Usaha Ayam Buras Unggul Varietas Jowo Super (JOPER) Di Kabupaten Jember. *Relasi : Jurnal Ekonomi*, 15(2), 355–364. <https://doi.org/10.31967/relasi.v15i2.317>