

**ANALISA KELAYAKAN USAHA AIR MINUM ISI ULANG DENGAN  
MEMPERHITUNGKAN KELAYAKAN FINANSIAL  
Studi Kasus Pada Usaha Pengisian Air Minum Hasim RO**

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**ABSTRAK**

Usaha air minum isi ulang merupakan, usaha yang sangat menjanjikan terutama di Kecamatan Majenang. Usaha air minum isi ulang diharapkan kemudian hari dapat berkembang dan dapat memenuhi kebutuhan air bersih di Kecamatan Majenang dan sekitarnya. Tujuan penelitian ini adalah apakah usaha isi ulang air minum Hasim RO layak untuk dikembangkan berdasarkan penilaian *payback Priode*, *Net Present Value*, *Internal Rate of Retrurn*, dan *Benefit Cost Ratio* dan untuk mengetahui layak atau tidaknya usaha air minum isi ulang, Dengan menggunakan modal sendiri. Penelitian ini menggunakan metode kelayakan finansial. Suatu usaha atau bisnis dapat dikatakan layak atau tidak layak nya dapat ditinjau dari suatu kelayakan finansial, dikarenakan hal tersebut adalah salah satu aspek keberhasilan suatu usaha yang harus dilakukan dalam sebuah usaha tersebut. Kelayakan dari suatu kegiatan usaha diperhitungkan atas dasar besarnya laba finansial yang didapatkan. Kesimpulan yang dapat di ambil adalah usaha isi ulang air minum dengan pola modal pribadi yang dilakukan oleh usaha isi ulang Hasim RO di Kecamatan Majenang, layak untuk dijalankan jika dilihat dari segi finansialnya. Hal tersebut dinilai dari *Payback Periode* yang tidak mebutukan waktu yang lama yaitu 9 bulan 29 hari. Berdasarkan hasil yang diperoleh ditinjau dari hasil LB (laba bersih) Rp. 347.880.000.00, NPV Rp. 35.282.037, BCR 5,82, IRR 22,87% yang artinya usaha isi ulang air minum layak untuk di kembangkan dan ditambah nilai investasinya menjadi 2000 galon.

**Kata kunci** : Analisis Kelayakan Finansial, PP, LB, NPV, BCR, IRR.

**FEASIBILITY ANALYSIS OF REFILL DRINKING WATER BUSINESS BY  
CALCULATING FINANCIAL FEASIBILITY  
Case Study on Hasim RO Drinking Water Filling Business**

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**ABSTRACT**

*The refill drinking water business is a very promising business, especially in Majenang District. The refill drinking water business is expected to develop and be able to meet the demand for clean water in Majenang District and its surroundings. The purpose of this study was to determine whether Hasim RO's drinking water refill business is feasible to be developed based on the payback period, Net Present Value, Internal Rate of Return, and Benefit Cost Ratio assessment and to determine whether or not the refill drinking water business is feasible using independent capital. This study uses the financial feasibility method. A business or business can be said to be feasible or not feasible in terms of financial feasibility, because this is one aspect of the success of a business that must be carried out in that business. The feasibility of a business activity is calculated on the basis of the amount of financial profit obtained. The conclusion that can be drawn is that the business of refilling drinking water with a private capital pattern carried out by the Hasim RO refill business in Majenang District is feasible to run from a financial perspective. This is assessed from the Payback Period which does not require a long time, namely 9 months 29 days. Based on the results obtained in terms of the results of LB (net profit) Rp. 347,880,000.00, NPV Rp. 35,282,037, BCR 5.82, IRR 22.87%, which means that drinking water refill business is feasible to develop and increase the investment value to 2000 gallons.*

*Keywords: Financial Feasibility Analysis, PP, LB, NPV, BCR, IRR.*

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