

ABSTRAK

STUDI KELAYAKAN USAHA LAPAK BESI TUA DI KECAMATAN WAY SEPUTIH

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Penelitian ini bertujuan untuk mengetahui kelayakan usaha lapak besi tua di kecamatan way seputih kabupaten lampung tengah ditinjau dari aspek hukum, aspek pasar, aspek pemasaran, aspek teknik, aspek teknologi, aspek lingkungan dan aspek finansial. Jenis penelitian yaitu penelitian studi kasus dengan pendekatan deskriptif. Hasil penelitian menunjukkan bahwa ditinjau dari aspek hukum usaha lapak besi tua tidak layak di jalankan karena belum memiliki syarat perizinan. Ditinjau dari aspek pasar dan pemasaran, usaha lapak besi tua di kecamatan besi tua dinyatakan sangat layak untuk dijalankan karena semua aspek pasar dan pemasaran dapat di penuhi dan sesuai kriteria. Ditinjau dari aspek teknis dan teknologi, usaha lapak besi tua di kecamatan way seputih dinyatakan layak untuk dijalankan. Ditinjau dari aspek lingkungan hidup, usaha lapak besi tua di way seputih dinyatakan sangat layak untuk dijalankan, hal ini dikarenakan usaha lapak besi tidak menimbulkan dampak kerusakan lingkungan.

Kata Kunci : Kelayakan Usaha, Besi Tua, Peluang Bisnis

ABSTRACT

FEASIBILITY STUDY OF OLD IRON FOOD BUSINESS IN WAY SEPUTIH DISTRICT

**By
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This study aims to determine the feasibility of scrap metal lapak business in Way Seputih sub-district, Lampung district, in terms of legal aspects, market aspects, marketing aspects, technical aspects, technological aspects, environmental aspects and financial aspects. The type of research is case study research with a descriptive approach. The results showed that from a legal aspect the scrap metal stall business was not feasible to run because it did not have licensing requirements. Judging from the market and marketing aspects, the scrap metal shop business in the scrap metal sub-district is declared very feasible to run because all market and marketing aspects can be fulfilled and according to the criteria. Judging from the technical and technological aspects, the scrap metal shop business in the Way Seputih sub-district was declared feasible to run. Judging from the environmental aspect, the scrap metal shop business in Way Seputih is declared very feasible to run, this is because the iron stall business does not cause environmental damage.

Key words: Feasibility, Scrap Iron, Business Opportunities.