

ABSTRAK

STUDI KOMPARATIF KELAYAKAN USAHA INDUSTRI JASA PENGGILINGAN PADI MENETAP DAN PENGGILINGAN PADI KELILING DI KABUPATEN LAMPUNG TIMUR

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Penelitian ini bertujuan untuk mengetahui kelayakan usaha industri jasa penggilingan padi menetap dan penggilingan padi keliling di Kabupaten Lampung Timur. Penelitian ini melihat dari aspek keuangan dan menilai usaha mana yang lebih layak untuk dijalankan dengan menggunakan metode *mutually exclusive projects*. Pada aspek finansial, penelitian ini menggunakan dua metode pendekatan yaitu analisis kelayakan usaha tanpa diskonto dengan menggunakan alat analisis *Break Event Point (BEP)*, *Return on Investment (ROI)*, *Benefit and Cost Ratio (B/C Ratio)* dan analisis kelayakan usaha berdiskonto menggunakan alat analisis *Net Present Value (NPV)*, *Net Benefit Cost Ratio (Net B/C)*, *Internal Rate of Return (IRR)*, *Gross Benefit Cost Ratio (Gross B/C)*, *Payback Period (PP)*. Hasil aspek finansial menunjukkan bahwa usaha industri jasa penggilingan padi menetap dan penggilingan padi keliling di Kabupaten Lampung Timur layak untuk dikembangkan. Hasil *mutually exclusive projects* menunjukkan bahwa usaha jasa penggilingan padi menetap lebih layak untuk dijalankan dibandingkan penggilingan padi keliling.

Kata Kunci: Evaluasi Proyek, Kelayakan Usaha, *Mutually Exclusive Projects*, Penggilingan Padi.

ABSTRACT

COMPARATIVE STUDY OF THE FEASIBILITY OF PERMANENT AND MOBILE RICE MILLING INDUSTRIES IN EAST LAMPUNG REGENCY

By

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This study aims to determine the feasibility of a permanent rice milling industry and mobile rice milling in East Lampung Regency. This study looks at the financial aspect and assesses which business is more feasible to run using the mutually exclusive projects method. In terms of financial aspects, this study uses two approaches, namely business feasibility analysis without discount using Break Even Point (BEP) analysis tool, Return on Investment (ROI), Benefit and Cost Ratio (B/C Ratio) and discounted business feasibility analysis using analysis tools Net Present Value (NPV), Net Benefit Cost Ratio (Net B/C), Internal Rate of Return (IRR), Gross Benefit Cost Ratio (Gross B/C), Payback Period (PP). The results from the financial aspect show that the permanent rice mill industry and mobile rice mills in East Lampung Regency are feasible to develop. The results of mutually exclusive projects show that permanent rice milling is more feasible to run than mobile rice milling.

Keywords: Feasibility, Mutually Exclusive Projects, Project Evaluation, Rice Mill.