

ABSTRAK

ANALISIS KELAYAKAN USAHA REVITALISASI *RICE MILLING PLANT* (RMP) DI DESA WONOSARI KECAMATAN MESUJI TIMUR KABUPATEN MESUJI

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Penelitian ini bertujuan untuk menganalisis kelayakan usaha *Rice Milling Plant* (RMP) pada kondisi awal, pada kondisi rekayasa, dan merekomendasikan kelembagaan yang digunakan untuk mengelola RMP. Penelitian ini dilakukan di Desa Wonosari, Kecamatan Mesuji Timur, Kabupaten Mesuji. Data yang digunakan dalam penelitian ini adalah data sekunder dan data primer. Pengumpulan data dilakukan sejak Oktober hingga Desember 2023. Responden penelitian ini adalah pengurus RMP dan 105 orang petinggi desa di masing-masing kecamatan di Kabupaten Mesuji. Metode analisis tujuan pertama dan kedua menggunakan analisis kelayakan bisnis dengan beberapa kriteria investasi antara lain *Payback Period* (PP), *Net Benefit-Cost Ratio* (Net B/C), , *Net Present Value* (NPV), dan *Internal Rate of Return* (IRR). Tujuan ketiga di analisis dengan menggunakan metode deskriptif. Hasil penelitian menunjukkan bahwa, pada kondisi eksisting, RMP tidak layak secara finansial berdasarkan indikator *Net Present Value* (NPV), *Net Benefit-Cost Ratio* (Net B/C), *Internal Rate of Return* (IRR), dan *Payback Period* (PP). Namun, dengan implementasi serangkaian strategi rekayasa yang mencakup optimalisasi produksi, perbaikan infrastruktur, peningkatan kualitas produk, dan strategi pemasaran yang efektif, RMP dapat mencapai kelayakan usaha. Kelembagaan yang cocok untuk mengelola RMP adalah lembaga pemerintah berupa BUMDesma.

Kata kunci: *rice milling plant*, kelayakan usaha, rekayasa finansial, revitalisasi, kelembagaan

ABSTRACT

BUSINESS FEASIBILITY ANALYSIS REVITALIZATION OF THE RICE MILLING PLANT (RMP) IN WONOSARI VILLAGE, EAST MESUJI DISTRICT, MESUJI DISTRICT

By

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This research aims to analyze the feasibility of the Rice Milling Plant (RMP) under initial conditions, under engineered conditions, and to recommend the appropriate institution to manage the RMP. This research was conducted in Wonosari Village, East Mesuji Subdistrict, Mesuji Regency. The data used in this study include both secondary and primary data. Data collection was carried out from October to December 2023. The respondents of this study were the RMP management and 105 village leaders from each subdistrict in Mesuji Regency. The analysis methods for the first and second objectives used business feasibility analysis with several investment criteria including Payback Period (PP), Net Benefit-Cost Ratio (Net B/C), Net Present Value (NPV), and Internal Rate of Return (IRR). The third objective was analyzed using descriptive methods. The results showed that under existing conditions, the RMP is not financially feasible based on the indicators of Net Present Value (NPV), Net Benefit-Cost Ratio (Net B/C), Internal Rate of Return (IRR), and Payback Period (PP). However, with the implementation of a series of engineering strategies that include production optimization, infrastructure improvements, product quality enhancement, and effective marketing strategies, the RMP can achieve business feasibility. The appropriate institution to manage the RMP is a government institution in the form of BUMDesma.

Keywords: rice milling plant, business feasibility, financial engineering, revitalization, institutional management