ABSTRACT

FEASIBILITY ANALYSIS OF THE HONEY AGROINDUSTRY AT PT SUHITA LEBAH INDONESIA IN BANDAR LAMPUNG

By

KATELYA PUTRI WARDHONO

This study aims to analyze both financial and non-financial feasibility, and sensitivity feasibility of the honey agroindustry at PT Suhita Lebah Indonesia. The research was conducted at PT Suhita Lebah Indonesia, as it is a certified honey processing unit business with a Veterinary Control Number in Lampung Province. The data for this study were collected in December 2024. The data analysis methods employed in this study were included income analysis, financial feasibility and sensitivity analysis, as well as descriptive analysis for assessing non-financial feasibility. The non-financial feasibility was evaluated by analyzing market aspects, technical production aspects, and management aspects. The financial feasibility was assessed using investment criteria, including Net Present Value (NPV), Internal Rate of Return (IRR), Gross Benefit-Cost Ratio (Gross B/C), Net Benefit-Cost Ratio (Net B/C), and Payback Period. The results of the study indicate that, based on financial perspective, with honey agroindustry at PT Suhita Lebah Indonesia is feasible and profitable, with a positive Net Present Value (NPV) of IDR 336,439,792, an IRR of 41% which exceeds the prevailing interest rate of 6%, Gross B/C and Net B/C ratios of 1.88 and 9.70 respectively, both greater than one, and a Payback Period of 3.91 years, which is less than the 10-year threshold. Sensitivity analysis further demonstrates that the business remains viable under adverse conditions, specifically with up to a 32.61% increase in the cost of honeycomb raw materials or a 30.49% decline in sales of trigona honey. From a non-financial perspective, the business is also considered feasible when evaluated through market aspects, technical production aspects, and management aspects.

Keywords: Financial, honey, income, non-financial, sensitivity, suhita.

ABSTRAK

ANALISIS KELAYAKAN USAHA MADU PADA PT SUHITA LEBAH INDONESIA DI BANDAR LAMPUNG

Oleh

KATELYA PUTRI WARDHONO

Penelitian ini bertujuan untuk menganalisis kelayakan finansial, menganalisis sensitivitas dan kelayakan non finansial usaha madu di PT Suhita Lebah Indonesia. Penelitian ini berlokasi di PT Suhita Lebah Indonesia karena merupakan unit usaha penanganan atau pengelolaan madu yang memiliki sertifikasi Nomor Kontrol Veteriner di Provinsi Lampung. Data penelitian ini dikumpulkan pada bulan Desember 2024. Metode analisis data menggunakan analisis pendapatan, analisis kelayakan finansial dan sensitivitas, dan untuk kelayakan non finansial digunakan analisis deskriptif dengan menganalisis aspek pasar, aspek teknis produksi, dan aspek manajemen. Analisis finansial dihitung menggunakan kriteria investasi antara lain NPV, IRR, Gross B/C, Net B/C Ratio dan Payback Period. Hasil penelitian menunjukkan bahwa secara finansial usaha madu pada PT Suhita Lebah Indonesia layak untuk dilanjutkan dan menguntungkan dengan nilai NPV positif sebesar Rp336.439.792, nilai IRR 41% lebih besar dari suku bunga yang berlaku yaitu 6%, nilai Gross B/C dan Net B/C lebih dari satu yaitu 1,88 dan 9,70, serta Payback Period sebesar 3,91 kurang dari 10. Secara analisis sensitivitas usaha madu pada PT Suhita Lebah Indonesia masih dapat dikatakan layak jika terjadi kenaikan bahan baku madu sarang sebesar 32,61%, dan penurunan penjualan madu trigona honey sebesar 30,49%. Secara non finansial, usaha madu PT Suhita Lebah Indonesia layak ditinjau dari aspek pasar, aspek teknis produksi, dan aspek manajemen.

Kata kunci: Finansial, madu, non finansial, pendapatan, sensitivitas, suhita.