

ABSTRACT

FINANCIAL FEASIBILITY ANALYSIS AND BUSINESS DEVELOPMENT STRATEGY (A CASE STUDY OF TELAGA RIZQY 21 DAIRY GOAT FARM IN METRO CITY)

By

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This study aims to analyze the financial feasibility, sensitivity, and formulate development strategies for the dairy goat farming business “Telaga Rizqy 21” in Metro City. The financial analysis was conducted using five investment criteria, consisting of NPV, IRR, Net B/C, Gross B/C, and Payback Period. Furthermore, sensitivity analysis was carried out to assess potential declines in production and selling price, as well as increases in Costs. The development strategies were formulated by analyzing internal and external factors using a SWOT approach, and strategic priority determination was conducted using the QSPM method. The results of the study indicate that the Telaga Rizqy 21 dairy goat farming business is financially feasible, with an NPV of IDR 1,953,647,090, an IRR of 49%, a Net B/C of 9.69, a Gross B/C of 1.57, and a Payback Period of 5.95 years. The dairy agroindustry business is also considered feasible with an NPV of IDR 3,930,546,435, an IRR of 40%, a Net B/C of 12.22, a Gross B/C of 1.34, and a Payback Period of 6.43 years. The Telaga Rizqy 21 dairy goat farming business is deemed viable even under scenarios of up to a 30% decrease in production and selling price, and a 60% increase in production Costs. Similarly, the agroindustry business remains feasible with up to a 60% decline in production, a 15% decrease in selling price, and a 30% increase in production Costs. The priority development strategies for the Telaga Rizqy 21 dairy goat farming business are divided into two categories. For the long term (>5 years): (a) establish partnerships with dairy processing industries, the government, and other research institutions, (b) develop a dairy goat agro-edutourism concept, and (c) increase dairy goat milk production. For the short term (<5 years): (a) conduct training and extension programs, (b) utilize technology as a tool for product promotion and operational activities, and (c) improve the financial system and record transactions regularly through bookkeeping.

Keywords: dairy goat, financial, sensitivity, development strategy

ABSTRAK

ANALISIS KELAYAKAN FINANSIAL DAN STRATEGI PENGEMBANGAN USAHA (STUDI KASUS PADA PETERNAKAN KAMBING PERAH TELAGA RIZQY 21 DI KOTA METRO)

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Penelitian ini bertujuan untuk menganalisis kelayakan finansial, sensitivitas dan menyusun strategi pengembangan usaha peternakan kambing perah “Telaga Rizqy 21” di Kota Metro. Analisis finansial dilakukan menggunakan 5 kriteria investasi yang terdiri atas NPV, IRR, *Net B/C*, *Gross B/C*, dan *Payback Period*. Selanjutnya, analisis sensitivitas dilakukan terhadap kemungkinan penurunan produksi, harga, dan kenaikan biaya. Strategi pengembangan disusun dengan menganalisis faktor internal dan eksternal menggunakan pendekatan SWOT dan penentuan prioritas strategi melalui metode QSPM. Hasil penelitian menunjukkan bahwa usaha ternak kambing perah Telaga Rizqy 21 layak secara finansial, dengan NPV Rp1.953.647.090, IRR 49%, *Net B/C* 9,69, *Gross B/C* 1,57, dan PP 5,95 tahun. Usaha agroindustri susu juga dinyatakan layak dengan NPV Rp3.930.546.435, IRR 40%, *Net B/C* 12,22, *Gross B/C* 1,34, dan PP 6,43 tahun. Usaha ternak kambing perah Telaga Rizqy 21 dinilai layak untuk dijalankan meskipun terjadi penurunan jumlah produksi dan harga penjualan hingga 30%, dan kenaikan biaya produksi sebesar 60%. Demikian pula, usaha agroindustri layak diusahakan apabila terjadi penurunan jumlah produksi hingga 60%, penurunan harga jual 15%, dan kenaikan biaya produksi sebesar 30%. Strategi pengembangan yang menjadi prioritas usaha peternakan kambing perah Telaga Rizqy 21 terbagi menjadi dua, yaitu strategi jangka panjang (>5 tahun), (a) melakukan kerjasama dengan industri pengolahan susu, pemerintah, dan lembaga riset lainnya, (b) mengembangkan konsep agroeduwisata kambing perah, (c) meningkatkan produksi susu kambing perah. Untuk jangka pendek (<5 tahun), yaitu (a) melakukan pelatihan dan penyuluhan, (b) memanfaatkan teknologi sebagai alat promosi produk dan kegiatan operasional usaha peternakan kambing perah, serta (c) meningkatkan sistem keuangan dan mencatat transaksi melalui pembukuan secara teratur.

Kata kunci: kambing perah, finansial, sensitivitas, strategi pengembangan