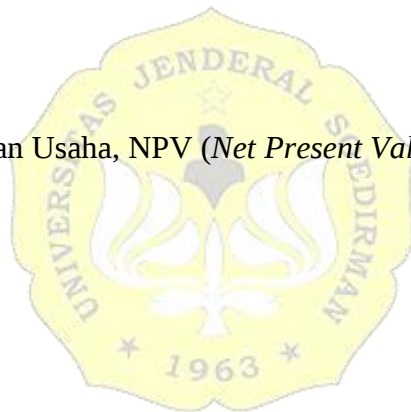


ABSTRAK

Pada penelitian ini dilakukan Analisis Kelayakan Usaha Penggilingan Padi di Kecamatan Pekuncen Kabupaten Banyumas. Dari 34 penggilingan padi yang ada di Kecamatan Pekuncen diambil 8 penggilingan padi sebagai sampel penelitian menggunakan metode *convenience Sampling*. Analisis kelayakan usaha ini dilakukan untuk mengetahui biaya produksi dan pendapatan usaha penggilingan padi skala kecil serta untuk mengetahui tingkat kelayakan usaha penggilingan padi di Kecamatan Pekuncen. Setelah dilakukan identifikasi biaya-biaya apa saja yang timbul dalam aktivitas penggilingan padi didapatkan empat komponen biaya dalam aktivitas penggilingan padi. Empat komponen biaya tersebut adalah biaya investasi, biaya operasional, biaya pemeliharaan dan pendapatan. Analisis kelayakan usaha penggilingan padi mengacu kepada kriteria kelayakan NPV (*Net Present Value*), *Net B/C (Benefit/Cost)*, PP (*Payback Period*). Berdasarkan hasil penelitian dan analisis data yang telah dilakukan menunjukkan bahwa semua sampel penelitian mendapatkan nilai $NPV > 0$, $Net B/C > 1$ dan juga *Payback Period* (PP) kurang dari 5 tahun. Hasil analisa kelayakan usaha tersebut menunjukkan bahwa usaha tersebut layak dan memiliki potensi pengembangan usaha yang masih sangat besar.

Kata Kunci: Analisis Kelayakan Usaha, NPV (*Net Present Value*), *Net B/C (Benefit/Cost)*, PP (*Payback Period*)



SUMMARY

In this study, the Rice Milling Business Feasibility Analysis was conducted in Pekuncen District of Banyumas Regency. Of the 34 rice mills in Pekuncen District, 8 rice mills were taken as research samples using convenience sampling methods. This business feasibility analysis is conducted to find out the production costs and income of small-scale rice milling businesses and to find out the level of feasibility of rice milling business in Pekuncen Subdistrict. After identifying the costs incurred in rice milling activities obtained four components of costs in rice milling activities. The four components of these costs are investment costs, operating expenses, maintenance costs and revenue. Rice milling business feasibility analysis refers to the eligibility criteria of NPV (Net Present Value), Net B/C (Benefit/Cost), PP (Payback Period). Based on the results of research and data analysis that has been done shows that all research samples received NPV values > 0 , Net B / C > 1 and also Payback Period (PP) less than 5 years. The results of the business feasibility analysis show that the business is feasible and has a very large business development potential.

Keywords: Business Feasibility Analysis, NPV (Net Present Value), Net B/C (Benefit/Cost), PP (Payback Period)

