

RINGKASAN

Penelitian ini bertujuan untuk menganalisis kelayakan bisnis pada Warung Kopi Sepuran, ditinjau dari aspek manajemen keuangan. Warung Kopi Sepuran ini merupakan salah satu UMKM di Banyumas yang baru berjalan selama 1 tahun 10 bulan. Analisis kelayakan bisnis ini menggunakan metode *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Average Rate of Return* (ARR), *Profitability Index* (PI), dan *Payback Period* (PP).

Penelitian ini merupakan penelitian deskriptif kuantitatif. Data diperoleh melalui teknik wawancara, dengan jenis data kuantitatif. Penelitian ini menggunakan alat analisis *Microsoft Excel* 2021. Hasil dari penelitian ini menggunakan metode *Net Present Value* (NPV) menghasilkan nilai -Rp527,586,870.66, menggunakan metode *Internal Rate of Return* (IRR) menghasilkan nilai -2%, menggunakan metode *Average Rate of Return* (ARR) atas dasar *Initial Investment* menghasilkan nilai 2% dan *Average Rate of Return* (ARR) atas dasar *Average Investment* menghasilkan nilai 4%, menggunakan metode *Profitability Index* (PI), menghasilkan nilai 0.82, dan menggunakan metode *Payback Period* (PP) menghasilkan nilai 2 tahun 2 bulan.

Kata Kunci: Analisis Kelayakan Bisnis, Studi Kelayakan Bisnis, NPV, IRR, ARR,

Profitability Index, Payback Period.

SUMARRY

This study aims to analyze the business feasibility of Warung Kopi Sepuran, in terms of financial management. Warung Kopi Sepuran is one of the MSMEs in Banyumas that has only been running for 1 year and 10 months. This business feasibility analysis uses the Net Present Value (NPV), Internal Rate of Return (IRR), Average Rate of Return (ARR), Profitability Index (PI), and Payback Period (PP) methods.

This research is a quantitative descriptive research. Data were obtained through interview techniques, with quantitative data types. This research uses Microsoft Excel 2021 analysis tools. The results of this study using the Net Present Value (NPV) method resulted in a value of -Rp527,586,870.66, using the Internal Rate of Return (IRR) method resulted in a value of -2%, using the Average Rate of Return (ARR) method on the basis of Initial Investment resulted in a value of 2% and Average Rate of Return (ARR) on the basis of Average Investment resulted in a value of 4%, using the Profitability Index (PI) method, resulting in a value of 0.82, and using the Payback Period (PP) method resulted in a value of 2 years 2 months.

Keywords: Business Feasibility Analysis, Business Feasibility Study, NPV, IRR, ARR, Profitability Index, Payback Period.