

ANALISIS KELAYAKAN USAHA KUSEN BETON, ROSTER BETON DAN LIST PLANG PADA AA GROUP BETON

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui usaha kusen beton, roster beton, dan list plang Desa Donomulyo Bumi Agung Lampung Timur ditinjau dari aspek hukum, aspek pasar dan pemasaran, aspek teknik dan teknologi, aspek lingkungan, aspek SDM dan aspek financial yang dianalisis dengan metode Payback Period (PP), Net Present Value (NPV), Break Event Point (BEP), Average Rate of Return. Keberadaan kusen beton, roster beton dan list plang sangat dibutuhkan untuk pembuatan bangunan. Penggunaan bahan beton akan membuat bangunan lebih kuat dan sangat memperindah bangunan tersebut. Hasil penelitian ini menunjukkan bahwa: (1) Ditinjau dari aspek hukum usaha kusen beton, roster beton dan list plang belum layak untuk dikembangkan, (2) Ditinjau dari aspek pasar dan pemasaran usaha kusen beton, roster beton dan list plang layak untuk dikembangkan, (3) Ditinjau dari aspek teknik dan tekknologi usaha kusen beton, roster beton dan list plang layak untuk dikembangkan, (4) Ditinjau dari aspek lingkungan usaha kusen beton, roster beton dan list plang layak untuk dikembangkan, (5) Ditinjau dari aspek SDM usaha kusen beton, roster beton dan list plang layak untuk dikembangkan, (6) Ditinjau dari aspek financial usaha kusen beton, roster beton dan list plang layak untuk dikembangkan.

Kata Kunci: Kelayakan Usaha, Aspek Non Financial, Aspek financial

Business feasibility analysis of concrete frames, concrete breezeblocks, and signpost lists in AA Group Beton.

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ABSTACT

This study aims to determine the business of concrete frames, concrete breezeblocks, and signpost lists of Donomulyo Bumi Agung Village East Lampung in terms of legal aspects, market and marketing aspects, technical and technological aspects, environmental aspects, HR aspects and financial aspects analyzed by Payback Period (PP), Net Present Value (NPV), Break Event Point (BEP), Average Rate of Return methods. The existence of concrete frames, concrete breezeblocks and signpost lists is needed for building construction. The use of concrete materials will make the building stronger and greatly beautify the building. The results of this study show that: (1) Judging from the legal aspects of the concrete frame business, concrete breezeblocks and signpost lists are not yet feasible to be developed, (2) Judging from the market and marketing aspects of the concrete frame business, concrete breezeblocks and signpost lists are feasible to be developed, (3) Judging from the technical and technological aspects of the concrete frame business, concrete breezeblocks and signpost lists are worthy of development, (4) Judging from the environmental aspects of the concrete frame business, concrete breezeblocks and signposts are worthy of development, (5) Judging from the human resources aspect of the concrete frame business, concrete breezeblocks and signpost lists are worthy of development, (6) Judging from the financial aspects of the concrete frame business, Concrete breezeblock and signpost list are worth developing.

Keyword: Bussines Feasibility, Non-Financial Aspects, Financial aspect