

ABSTRAK

ANALISIS STUDI KELAYAKAN USAHA WARUNG MAKAN WONG JOWO DITINJAU DARI ASPEK PASAR PEMASARAN DAN ASPEK KEUANGAN

DedeUrfan Abdullah,2020Analisis Study Kelayakan Usaha RumahMakan Wong JowoDitinjau Dari AspekPasarPemasarandanAspekKeuangan. TugasAkhir, Program Studi: TeknikIndustriUniversitas PGRI AdiBuana Surabaya, DosenPembimbing : Ir. TitikKoesdijati, M.T.

Pertumbuhan kawasan pendidikan dan banyaknya jumlah pekerja memberi peluang untuk mendirikan rumah makan.Pada aspek pasar pemasaran hasil dari kuisener menunjukkan indicator makanan dan minuman dengan harga, rasa makanan selera masyarakat dan sebagian menu makanan hasil kreasi baru sekitar 84,2% tergolong sangat kuat,ini dicator lokasi dan fasilitas, bangunan dapat menjadi cirri spesifik 78,6% tergolong kuat. Indikator promosi dengan papan nama dan informasi melalui media social dan bekerja sama dengan jasa pengantar makanan secara online 82,4% yang tergolong sangat kuat, indicator sumber daya manusia (people), juru masak mempunyai keahlian yang baik dan stabil dalam rasa, karyawan melayani dengan cepat, sopan dan ramah 85,6% yang tergolong sangat kuat. Hasil analisis aspek keuangan menunjukkan layak untuk dijalankan karena telah memenuhi kriteria investasi yaitu NPV diperoleh sebesar 8.273.510.500 dengan demikian $NPV > 0$. IRR yaitu 36.53 % dengan demikian $IRR > 10\%$.Sedangkan hasil dari PI yaitu 11.027 dengan demikian $PI > 1$ dinyatakan layak diterima.

Kata Kunci :.Aspek Pasar Pemasaran, Aspek Keuangan,kelayakan usaha.

ABSTRACT

ANALYSIS OF BUSINESS FEASIBILITY STUDY OF WONG JOWO EATING STORES VIEWED FROM MARKETING AND FINANCIAL ASPECT MARKET ASPECTS

DedeUrfan Abdullah, 2020 Analysis of Business Feasibility Study of Wong Jowo Restaurant in Terms of Marketing Market Aspects and Financial Aspects. Final Project, Study Program: Industrial Engineering, PGRI AdiBuana University Surabaya, Supervisor: Ir. TitikKoesdijati, M.T

The growth of the education area and the large number of workers are demanding for the need for restaurants for students and other communities. This opportunity has a special attraction for capital owners so they want to open a restaurant business. This study aims to determine the feasibility of planning and the establishment of Wong Jowo restaurant in terms of marketing market and financial aspects in the Siwalanketo area. The method of data collection uses questionnaire to test the validity and reliability test, Siwalanakerto area has a good market potential seeing the number of restaurants made from Java is still small. Whereas based on the social view of the number of people who are enthusiastic about the establishment of Wong Jowo restaurant with Resosden more dominant choose with affordable prices, quality and satisfying service. Financial Aspect Analysis is used to analyze eligibility based on investment criteria. Financial aspects require NPV The results of the analysis of financial aspects show that it is feasible to run because it has met the investment criteria including NPV obtained at 8,273,510,500, thus $NPV > 0$. IRR is 36.53%, thus $IRR > 10\%$. While the results of PI are 11,027 with 11,027 with thus $PI > 1$ is declared acceptable. The results of the Feasibility Analysis indicate that the Wong Jowo restaurant is feasible to run based on market aspects of marketing and financial aspects.

Keywords: Market Aspects of Marketing, Financial Aspects, Business Waste