

ANALISIS KELAYAKAN USAHA PISANG PADA BUMDes

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ABSTRACT

Village-Owned Enterprises (BUMDesa) Village has a cavendish banana farming business unit. There is considerable potential for this business unit if it is developed it can become a superior product from Village so that it can empower the surrounding community. The reason for this study is to find out and get an outline of the data with respect to the achievability of the Cavendish banana strategy did by BUMDesa and which is a characteristic of Village,, Majalengka Regency. This research is descriptive quantitative with a population of BUMDesa with a sample of 8 employees. This feasibility study is reviewed from the non-financial and financial aspects. The methods used is a method documentation procedures, meetings, and written studies. While the analytical tool checking used is the analysis of non-financial feasibility and financial feasibility. The results of a business feasibility study based on non-financial aspects: legal aspects, environmental aspects, market and marketing aspects, production aspects (technical and technological), and human resource aspects show that cavendish banana business is feasible to develop. The results of the calculation of the financial aspect show that the cavendish banana business is feasible to develop. This is because the PP calculation is before the investment return deadline, the NPV is positive, the ARR is greater than the proposed standard requirements, the IRR value is greater than the specified interest rate, and the PI calculation value is greater than one. Based on the assessment standards, all aspects used conclude that the cavendish banana business at BUMDesa is acceptable and feasible to develop.

Keywords: *Business Feasibility Analysis; BUMDesa Majalengka; Cavendish Bananas; Financial Aspects; Non-financial Aspects.*

ABSTRAK

Badan Usaha Milik Desa (BUMDesa) mempunyai unit usaha budidaya pisang cavendish. Potensi yang cukup besar dari unit usaha ini jika dikembangkan dapat menjadi produk unggulan Desa sehingga dapat memberdayakan masyarakat sekitar. Alasan dilakukannya penelitian ini adalah untuk mengetahui dan mendapatkan gambaran data mengenai ketercapaian strategi pisang Cavendish yang dilakukan BUMDesa dan merupakan ciri khas Desa, Kabupaten Majalengka. Penelitian ini bersifat deskriptif kuantitatif dengan populasi BUMDesa dengan sampel sebanyak 8 karyawan. Studi kelayakan ini ditinjau dari aspek non finansial dan finansial. Metode yang digunakan adalah metode prosedur dokumentasi, pertemuan, dan studi tertulis. Sedangkan alat analisis pemeriksaan yang digunakan adalah analisis kelayakan non finansial dan kelayakan finansial. Hasil studi kelayakan usaha berdasarkan aspek non finansial: aspek hukum, aspek lingkungan, aspek pasar dan pemasaran, aspek produksi (teknis dan teknologi), dan aspek sumber daya manusia menunjukkan bahwa usaha pisang cavendish layak untuk dikembangkan. Hasil perhitungan