

ANALISA FINANSIAL DAN KELAYAKAN USAHA *COCOPEAT* DI BENGKALIS

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Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana kelayakan usaha pengolahan *Cocopeat* di Bengkalis, kelayakan produksi pada usaha pengolahan *Cocopeat*, menganalisis usaha serbuk kelapa (*Cocopeat*) sudah layak atau tidak, dan studi ini menggambarkan analisis keuangan dari usaha *Cocopeat*, dengan fokus pada empat parameter utama: Analisis Finansial *Break Event Poin (BEP)*, *Revenue-Cost*, *Payback Period (PP)*, dan *Return on Investment (ROI)*. Data yang digunakan adalah pendapatan dan biaya usaha *Cocopeat* dalam satu bulan, data Primer, dan data sekunder. Metode pengumpulan data berupa observasi, *interview* (wawancara), dengan jumlah sampel 30 orang, dan dokumentasi. Sedangkan data sekunder diperoleh dari Dinas Perkebunan Kabupaten Bengkalis, Badan Pusat Statistik (BPS) Bengkalis. Sumber pustaka lain diantaranya buku, jurnal, artikel, skripsi terdahulu yang terkait dengan topik penelitian dengan metode analisis yang sesuai, Analisis Finansial *Break Even Point (BEP)*, imbalan penerimaan dan biaya (*revenue-cost ratio*), *pay-back period (PBP)*, dan *return on investment (ROI)*. Hasil penelitian menunjukkan usaha serbuk kelapa (*Cocopeat*) layak untuk diusahakan di daerah penelitian. Hal ini dapat dilihat dari jumlah produksi serbuk kelapa (*Cocopeat*) yaitu 16.200 kg/bulan berada di atas produksi *BEP unit* yaitu 14.751,6 kg/bulan, dan harga jual serbuk kelapa (*Cocopeat*) yaitu Rp.15.000/kg, dan pendapatan dari usaha pengolahan *cocopeat* sebesar Rp.243.000.000, dengan titik impas *BEP harga* yaitu Rp. 221.274.000, nilai *R/C Ratio* > 1 yaitu sebesar 1,7, periode pengembalian modal (*PBP*) selama 1,5 bulan, atau 45 hari dengan asumsi arus kas yang sama, dan *ROI* sebesar 66,42% menandakan bahwa investasi awal telah menghasilkan keuntungan sebesar 66,42%, membuat *Business Plan* mulai dari lokasi permodalan, sehingga tetap layak untuk di usahakan.

Kata kunci: Sabut, kelapa, (*Cocopeat*), Kriteria, Kelayakan, Parameter.

Financial Analysis And Business Feasibility Of *Cocopeat In Bengkalis*

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Abstrack

This study aims to find out how the feasibility of the Cocopeat processing business in Bengkalis, the feasibility of production in the Cocopeat processing business, analyze whether the coconut powder (Cocopeat) business is feasible or not, and this study describes the financial analysis of the Cocopeat business, focusing on four main parameters: Analysis Financial Break Event Points (BEP), Revenue-Cost, Payback Period (PP), and Return on Investment (ROI). The data used are Cocopeat's income and business expenses in one month, primary data, and secondary data. Methods of data collection in the form of observation, interviews (interviews), with a sample of 30 people, and documentation. While the secondary data was obtained from the Bengkalis Regency Plantation Office, the Bengkalis Central Statistics Agency (BPS). other library sources including books, journals, articles, previous theses related to research topics with appropriate analytical methods, Break Even Point Financial Analysis (BEP), revenue-cost ratio, pay-back period (PBP), and return on investment (ROI). The results showed that the business of coconut powder (Cocopeat) is feasible to be cultivated in the research area. This can be seen from the total production of coconut powder (Cocopeat), which is 16,200 kg/month, which is above the production of BEP units, namely 14,751.6 kg/month, and the selling price of coconut powder (Cocopeat), which is IDR 15,000/kg, and income from the business. processing of cocopeat of IDR 243,000,000, with a price BEP break-even point of IDR 221.274.000, the value of R/C Ratio > 1, which is equal to 1.7, the payback period (PBP) is 1.5 months, or 45 days with the assumption of the same cash flow, and an ROI of 66.42% indicates that the initial investment has generated a profit of 66.42%, making the Business Plan start from the location of the capital, so it is still feasible to work on.

Keywords: *Coconut coir, (Cocopeat), Eligibility, Criteria, Prameter.*