

## ABSTRAK

Kebutuhan penyediaan rumah terus mengalami peningkatan sesuai pertumbuhan penduduk. Backlog/kekurangan perumahan akan menimbulkan peluang bisnis properti khususnya pembangunan perumahan bagi masyarakat berpenghasilan rendah. Pelaksanaan investasi oleh developer/pengembang memerlukan biaya yang tidak sedikit sehingga untuk mengurangi resiko kerugian diperlukan adanya analisis kelayakan. Analisis kelayakan pada penulisan ini menggunakan tinjauan aspek finansial yaitu biaya (*cost*) dan manfaat (*benefit*). Tujuan dari penelitian ini adalah : (1) Mengetahui biaya pada Pembangunan Perumahan Mayong Park Residence di Kecamatan Mayong Kabupaten Jepara. (2) Mengetahui kelayakan investasi Pembangunan Perumahan Mayong Park Residence dari nilai *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Benefit Cost Ratio* (BCR), *Profitability Index* (PI) dan *Break Even Point* (BEP).

Hasil penelitian menunjukkan bahwa besarnya biaya yang diperlukan untuk Pembangunan Perumahan Mayong Park Residence adalah Rp. 21.181.743.500,00 dan layak untuk dilaksanakan berdasarkan analisis kelayakan investasi yang dilakukan melalui 3 (tiga) cara yaitu perhitungan penjualan secara tunai, suku bunga majemuk (bunga efektif) dan suku bunga flat, dimana nilai tertinggi didapat pada penjualan suku bunga flat dengan nilai *Net Present Value* (NPV) sebesar Rp. 1.958.472.510,00 , *Internal Rate of Return* (IRR) sebesar 13,64%, *Benefit Cost Ratio* (BCR) sebesar 1,092, *Profitability Index* (PI) sebesar 1,4170 , dan *Break Even Point* (BEP) diperoleh pada penjualan ke-152 .

**Kata kunci :** perumahan, investasi, kelayakan

## ABSTRACT

Housing needs continue to increase according to population growth. Housing backlog / shortages will lead to property business opportunities, especially housing development for low-income people. Implementation of investment by the developer / developer requires no small cost so to reduce the risk of loss a feasibility analysis is needed. The feasibility analysis at this writing uses a review of the financial aspects of costs and benefits. The objectives of this study are: (1) Determine the cost of the Mayong Park Residence Housing Development in Mayong Subdistrict, Jepara Regency. (2) Knowing the investment feasibility of Mayong Park Residence Housing Development from Net Present Value (NPV), Internal Rate of Return (IRR), Benefit Cost Ratio (BCR), Profitability Index (PI) and Break Even Point (BEP).

The results showed that the amount of funds needed for the Mayong Park Residence Housing Development was Rp. 21,181,743,500.00 and is feasible to be carried out based on investment feasibility analysis carried out in 3 (three) ways, namely the calculation of cash sales, compound interest rates (effective interest) and flat interest rates, where the highest value is obtained from selling flat interest rates with Net Present Value (NPV) of Rp. 1,958,472,510.00, Internal Rate of Return (IRR) of 13.64%, Benefit Cost Ratio (BCR) of 1.092, Profitability Index (PI) of 1.4170, and Break Even Point (BEP) obtained for sales to 152.

**Keywords :** housing, investment, feasibility