ABSTRAK

ANNISA FINDY. Studi Kelayakan Usaha Pada Produk Dimsum Ayam *Frozen* di Dimsum.io. Dibimbing oleh MUKDIN MARKUS TURNIP dan BINSAR SIHOMBING.

Perkembangan industri kuliner di Indonesia menunjukkan peningkatan yang signifikan, khususnya pada produk makanan praktis dan siap saji. Kondisi tersebut mendorong meningkatnya permintaan terhadap produk *frozen food*, termasuk dimsum ayam *frozen*, yang memiliki peluang pasar pada segmen *Business to Customer* (B2C) maupun *Business to Business* (B2B). Dimsum.io merupakan usaha yang bergerak di bidang produksi dimsum ayam *frozen*, namun hingga saat ini masih berfokus pada model bisnis B2C dan belum didukung oleh analisis keuangan yang komprehensif sebagai dasar pengembangan usaha ke arah B2B. Oleh karena itu, penelitian ini bertujuan untuk menganalisis kelayakan usaha dimsum ayam *frozen* di Dimsum.io. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan pendekatan studi kelayakan usaha. Analisis dilakukan melalui analisis arus kas (*cash flow*), laba rugi, Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit Cost Ratio (Net B/C Ratio), Payback Period (PP), serta analisis sensitivitas terhadap kenaikan biaya bahan baku sebesar 5%. Hasil penelitian menunjukkan bahwa usaha dimsum ayam *frozen* di Dimsum.io layak untuk dijalankan dan dikembangkan. Hasil analisis finansial menunjukkan nilai NPV sebesar Rp6.003.042,45, IRR sebesar 17%, Net B/C Ratio sebesar 2,071, dan Payback Period selama 5,33 bulan. Hasil analisis sensitivitas juga menunjukkan bahwa usaha tetap layak meskipun terjadi kenaikan biaya bahan baku sebesar 5%. Hasil analisis sensitivitas menunjukkan nilai NPV.

Kata Kunci: Studi kelayakan usaha, *Business to Business* (B2B), analisis sensitivitas, NPV, IRR, Net B/C Ratio, *Payback Period*.

ABSTRACT

ANNISA FINDY. *Business Feasibility Study of Frozen Chicken* Dimsum *Products at Dimsum.io. Supervised by* MUKDIN TURNIP *and* BINSAR SIHOMBING.

The culinary industry in Indonesia has experienced significant growth, particularly in practical and ready-to-serve food products. This condition has increased demand for frozen food products, including frozen chicken dimsum*, which has market potential in both the Business to Customer (B2C) and Business to Business (B2B) segments. Dimsum.io is a business engaged in the production of frozen chicken* dimsum*; however, it still focuses on the B2C business model and has not yet been supported by comprehensive financial analysis as a basis for business development toward B2B. Therefore, this study aims to analyze the feasibility of the frozen chicken* dimsum *business at Dimsum.io. This study used a quantitative descriptive method with a business feasibility study approach. The analysis included cash flow analysis, profit and loss analysis, Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit Cost Ratio (Net B/C Ratio), Payback Period (PP), and sensitivity analysis toward a 5% increase in raw material costs. The results showed that the frozen chicken* dimsum *business at Dimsum.io is feasible to operate and develop. The financial analysis indicated an NPV value of Rp6,003,042.45, an IRR of 17%, a Net B/C Ratio of 2.071, and a Payback Period of 5.33 months. The sensitivity analysis also showed that the business remains feasible despite a 5% increase in raw material costs.*

Keywords: Business Feasibility Study, Business to Business (B2B), Sensitivity Analysis, NPV, IRR, Net B/C Ratio, Payback Period.