

ABSTRAK

Studi Kelayakan Usaha Finansial dan Analisis Sensitivitas UMKM Opak Gambir (Studi Kasus di Dusun Sumberbendo Desa Bumirejo Kecamatan Kesamben Kabupaten Blitar). Hias Sukma Ayu 21102220025, Program Studi Agribisnis, Fakultas Pertanian Dan Peternakan Universitas Islam Balitar Blitar dengan bimbingan Jeka Widiatmanta, S.P., M.M

Penelitian ini bertujuan untuk menganalisis kelayakan finansial Usaha Kecil dan Menengah (UKM) opak gambir di Dusun Sumberbendo, Desa Bumirejo, Kecamatan Kesamben, Kabupaten Blitar. Analisis dilakukan menggunakan beberapa indikator investasi, yaitu *Net Present Value (NPV)*, *Net Benefit-Cost Ratio (Net B/C)*, *Internal Rate of Return (IRR)*, *Payback Period (PP)*, serta analisis sensitivitas terhadap perubahan harga input, penurunan harga output, dan penurunan volume produksi. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif dan kualitatif. Data primer diperoleh melalui wawancara, observasi, dan kuesioner kepada 30 responden pelaku usaha opak gambir, sedangkan data sekunder diperoleh dari literatur, jurnal, dan data statistik. Hasil penelitian menunjukkan bahwa usaha opak gambir layak dijalankan secara finansial dengan NPV positif, $Net\ B/C > 1$, IRR melebihi tingkat suku bunga acuan, serta PP yang relatif singkat. Analisis sensitivitas menunjukkan bahwa usaha masih dapat bertahan meskipun terjadi kenaikan harga bahan baku atau penurunan harga jual. Temuan ini memberikan implikasi positif bagi pengembangan industri pangan lokal, khususnya dalam pemberdayaan UMKM di wilayah pedesaan.

Kata Kunci: Kelayakan Finansial, Opak Gambir, NPV, IRR, *Net B/C*, *Payback Period*, Analisis Sensitivitas.

SUMMARY

Financial Feasibility Study and Sensitivity Analysis of Opak Gambir UMKM (A Case Study in Sumberbendo Hamlet, Bumirejo Village, Kesamben District, Blitar Regency). Hias Sukma Ayu, Student ID 21102220025, Agribusiness Study Program, Faculty of Agriculture and Animal Science, Islamic University of Balitar Blitar, under the supervision of Jeka Widiatmanta, S.P., M.M.

This study aims to analyze the financial feasibility of small and medium enterprises (SMEs) producing opak gambir in Sumberbendo Hamlet, Bumirejo Village, Kesamben District, Blitar Regency. The analysis uses several investment indicators, namely Net Present Value (NPV), Net Benefit-Cost Ratio (Net B/C), Internal Rate of Return (IRR), Payback Period (PP), and sensitivity analysis of changes in input prices, decreases in output prices, and production volume reductions. This research applies a survey method with both quantitative and qualitative approaches. Primary data were obtained through interviews, observations, and questionnaires with 30 respondents of opak gambir business owners, while secondary data were gathered from literature, journals, and statistical records. The results indicate that the opak gambir business is financially feasible with a positive NPV, Net B/C > 1, IRR exceeding the reference interest rate, and a relatively short PP. Sensitivity analysis reveals that the business remains viable even under conditions of rising raw material prices or declining selling prices. These findings provide positive implications for the development of local food industries, particularly in empowering SMEs in rural areas.

Keywords: financial feasibility, opak gambir, NPV, IRR, Net B/C, Payback Period, sensitivity analysis.