

**ANALISIS KELAYAKAN FINANSIAL USAHA PENGOLAHAN GULA  
AREN (*Arenga pinnata*) DI DESA AER TENANG KECAMATAN KARANG  
BARU KABUPATEN ACEH TAMIANG  
(Studi Kasus: Usaha Pengolahan Gula Aren Bapak Nazarudin)**

**ANNISA ZAHWA CAHYANI**

**NIM : 19.03.02.020**

Komisi Pembimbing:

**Faoeza Hafiz Saragih, S.P., M.Sc**

**Dr. Rini Mastuti, S.Pt., M.P**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui kelayakan finansial dari usaha pengolahan gula aren Bapak Nazarudin. Penelitian ini merupakan penelitian studi kasus dan dilakukan di Desa Aer Tenang Kecamatan Karang Baru Kabupaten Aceh Tamiang. Teknik pengambilan sampel menggunakan Teknik purposive sampling dengan jumlah sampel 1 orang. Data yang digunakan dalam penelitian ini yaitu data primer dan data sekunder. Untuk mengetahui kelayakan usaha pengolahan gula aren Bapak Nazarudin di Desa Aer Tenang Kecamatan Karang Baru Kabupaten Aceh Tamiang dilakukan menggunakan Analisis Pendapatan dan Analisis Kelayakan Finansial yaitu *Net Present Value (NPV)*, *Net Benefit Cost Ratio (Net B/C)*, *Internal Rate of Return (IRR)*, dan *Payback Period (PP)*. Hasil penelitian ini memperoleh total biaya produksi sebesar Rp.19.935.000/Tahun. Total pendapatan yang diperoleh sebesar Rp.11.265.000/Tahun, dengan demikian usaha pengolahan gula aren Bapak Nazarudin dinyatakan layak secara finansial. Berdasarkan nilai *Net Present Value (NPV)* sebesar Rp.26.163.298/Tahun dengan kriteria  $NPV > 0$  maka usaha tersebut layak. *Net Benefit Cost Ratio (Net B/C)* sebesar Rp.2,63 yang artinya setiap pengeluaran untuk biaya produksi sebesar Rp.1 maka usaha tersebut layak. *Internal Rate of Return (IRR)* 0,6495 atau 64,95% dengan kriteria  $IRR > DF$  10,5% maka usaha layak untuk dijalankan. Payback period (PP) 1,42 tahun. Dilihat dari sisi kriteria kelayakan investasi PP usaha pengolahan gula aren di Desa Aer Tenang Kecamatan Karang Baru Kabupaten Aceh Tamiang layak untuk dijalankan.

Kata Kunci: Gula Aren, Analisis Pendapatan, Analisis Kelayakan Finansial, Usaha Pengolahan Gula Aren Bapak Nazarudin

**ANALYSIS OF FINANCIAL FEASIBILITY OF AREN SUGAR (*Arenga pinnata*) PROCESSING BUSINESS IN AER TENANG VILLAGE,  
KARANG BARU DISTRICT, ACEH TAMIANG DISTRICT  
(Case Study: Mr. Nazarudin's Palm Sugar Processing Business)**

**ANNISA ZAHWA CAHYANI**

**NIM : 19.03.02.020**

Advisory Commission:

**Faoeza Hafiz Saragih, S.P., M.Sc**

**Dr. Rini Mastuti, S.Pt., M.P**

***ABSTRACT***

*This study aims to determine the financial feasibility of Mr. Nazarudin's palm sugar processing business. This research is a case study research and was conducted in Aer Calm Village, Karang Baru District, Aceh Tamiang District. The sampling technique used purposive sampling technique with a sample of 1 person. The data used in this research are primary data and secondary data. To find out the feasibility of Mr. Nazarudin's palm sugar processing business in Aer Calm Village, Karang Baru District, Aceh Tamiang Regency, income analysis and financial feasibility analysis were carried out, namely Net Present Value (NPV), Net Benefit Cost Ratio (Net B/C), Internal Rate of Return (IRR), and Payback Period (PP). The results of this study obtained a total production cost of IDR 19,935,000/year. The total income earned was IDR 11,265,000/year, thus Mr. Nazarudin's palm sugar processing business was declared financially feasible. Based on the Net Present Value (NPV) of Rp. 26,163,298/year with NPV criteria  $> 0$ , the business is feasible. The Net Benefit Cost Ratio (Net B/C) is Rp. 2.63, which means that for every expenditure for production costs of Rp. 1, the business is feasible. Internal Rate of Return (IRR) 0.6495 or 64.95% with IRR criteria  $> DF$  10.5%, the business is feasible to run. Payback period (PP) 1.42 years. In terms of the investment feasibility criteria for PP, the palm sugar processing business in Aer Calm Village, Karang Baru District, Aceh Tamiang Regency is feasible to run.*

*Keywords: Palm Sugar, Income Analysis, Financial Feasibility Analysis, Mr. Nazarudin's Palm Sugar Processing Business*