

ABSTRACT

Banjaran traditional market is one of the biggest traditional markets in Bandung regency. However, the market still found some weakness, so the market need a revitalization. One of the problems that transition the position of the traditional market into a modern market until quantity of traditional markets every year decrease. Therefore, we need a new method of revitalization without change the traditional market into a modern market. Besides The traders hard to be relocated because of the revitalization need period long time. The revitalization of traditional markets using used containers is one of the solutions for revitalize the market. Before revitalization start that needed to do some testing with analysis of the feasibility project. The analysis can be done using several methods: benefit cost ratio (BCR), payback period (PP), net present value (NPV), and internal rate of return (IRR). Based on the results of data processing required funds of 23.979.787.786 Rupiah. Results the value of BCR of 1.673 which means $BCR > 1$, then the value of NPV of 44.772.397.536 Rupiah which means $NPV > 0$, then for IRR of 13% where $> MARR 10\%$, and its PP 4 years 6 month, then got result that this project worth to be continued / realized / invested because all result from calculations using the 4 methods are declared feasible.

Keywords : *Revitalization, benefit cost ratio (BCR), payback period (PP), net present value (NPV), internal rate of return (IRR).*