ABSTRACT

Rumah kos is a temporary accommodation provider or rental service consisting of several rooms, and each room provides facilities that have been determined by the boarding house owner. Generally, many Rumah kos are rented out to students and employees. The number of Telkom University students is increasing every year, and the profit from the boarding house business allows capital owners to open Rumah kos businesses around Telkom University. A feasibility analysis is a study regarding whether it is feasible to operate a company based on the profits earned. The methods of feasibility analysis used are market aspects, technical aspects, financial aspects, and sensitivity analysis. The market aspect is carried out to determine the market share of the business being carried out, and the marketing strategy is carried out by distributing questionnaires. Technical aspects are carried out to determine the business location, layout, and facility requirements. The financial aspect is carried out to determine investment costs, operational costs, production costs, and funding source requirements, then processed using the NPV, IRR, and PBP methods. According to market data obtained from the results of questionnaires distributed to students at Telkom University, the potential market results were 89%, the available market was 89%, and the target market was 0.04%. The location of the Rumah kos business is on Jl. Telekomunikasi, Bu Garmi 2, alley no. 56, Lengkong, Kec. Bojongsoang. From the technical aspect, the eligibility criteria for a Rumah kos business are obtained, namely the value of NPV> 0, and the value of IRR> MARR, so that the Rumah kos business is said to be feasible because it meets all these criteria. Sensitivity analysis is carried out to determine the impact of changes in certain variables on business profits. The variables measured in this study are the sensitivity of increases in operational costs and decreases in demand, with the values obtained being 280% for increases in operational costs and 9% for decreases in demand.

Keywords: Rumah kos Business, Telkom University, Feasibility Analysis, Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP), Sensitivity Analysis