

## DAFTAR SIMBOL/SINGKATAN

| <b>Simbol/Singkatan</b> | <b>Penjelasan</b>                         | <b>Halaman Pertama Kali</b> |
|-------------------------|-------------------------------------------|-----------------------------|
| BCR                     | <i>Benefit Cost Ratio</i>                 | 23                          |
| CAPM                    | <i>Capital Asset Pricing Model</i>        | 133                         |
| CCTV                    | <i>Closed Circuit Television</i>          | 52                          |
| EAIT                    | <i>Earning After Interest &amp; Tax</i>   | 123                         |
| EBIT                    | <i>Earning Before Interest &amp; Tax</i>  | 124                         |
| IRR                     | <i>Internal Rate of Return</i>            | 22                          |
| MARR                    | <i>Minimum Attractive Rate of Return</i>  | 24                          |
| MSE                     | <i>Mean Square Error</i>                  | 36                          |
| NPV                     | <i>Net Present Value</i>                  | 22                          |
| PBP                     | <i>Payback Period</i>                     | 22                          |
| PP                      | Peraturan Pemerintah                      | 7                           |
| PW                      | <i>Present Worth</i>                      | 24                          |
| ROR                     | <i>Rate of Return</i>                     | 24                          |
| THR                     | Tunjangan Hari Raya                       | 69                          |
| STP                     | <i>Segmenting, Targeting, Positioning</i> | 17                          |
| UMK                     | Upah Minimum<br>Kabupaten/Kota            | 8                           |
| UMKM                    | Usaha Mikro, Kecil, dan<br>Menengah       | 11                          |