

## ABSTRAK

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### **STUDI KELAYAKAN PENDIRIAN USAHA *BRIDAL AND BEYOND***

Tugas Akhir, Fakultas Sains dan Teknologi (2018)

(xvi + 154 halaman, 59 tabel, 26 gambar, 3 rumus, 12 lampiran)

Bisnis *bridal* merupakan salah satu pengembangan usaha yang cukup kreatif serta dapat dikatakan sebagai peluang usaha yang abadi karena selama manusia memimpikan hidup berpasang-pasangan, adanya bisnis ini akan selalu dibutuhkan dalam kehidupan manusia. Bukan hanya jasa pelayanan *bridal*, dalam bisnis yang akan dibangun juga akan ditambahkan pelayanan lebih seperti layanan perawatan kebutuhan calon pengantin. Tujuan penelitian ini untuk analisis kelayakan Ping Ing Bridal. Analisis ini difokuskan pada lima aspek yaitu pasar, teknis, manajemen, hukum dan keuangan. Data dikumpulkan melalui pasar potensial, pengamatan pasar, dan melakukan *survey* ke beberapa usaha sejenis. Aspek pasar membahas mengenai konsep bisnis, segmentasi pasar, penentuan target, benchmarking, dan *marketing mix* berdasarkan kuesioner. Pada aspek teknis, lokasi *bridal* yang didirikan di Jalan Taman Kenten, Lorong Wajar. Aspek manajemen dibahas mengenai organisasi, aspek hukum membahas mengenai kepemilikan bisnis dimiliki oleh individu dan mengenai prosedur yang dibutuhkan dalam membangun bisnis berdasarkan undang-undang yang berlaku. Aspek keuangan Ping Ing Bridal didasarkan pada investasi sebesar Rp.2.000.000.000,00 perhitungan untuk investasi menggunakan *Payback Period*, *Net Present Value*, Tingkat Pengembalian Internal. Hasil *payback* 1 tahun 11 bulan, *Net Present Value* menghasilkan Rp. 2,935,979,966,24 dan *Internal Rate of Return* hasil 47,08% lebih besar dari 12,8%. Berdasarkan kelima aspek tersebut, Bisnis Ping Ing Bridal layak untuk didirikan.

Kata Kunci: Bisnis *bridal*, Studi Kelayakan, Ping Ing Bridal

Referensi: 46 (2000-2017)

## **ABSTRACT**

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### **FEASIBILITY STUDY IN *BRIDAL AND BEYOND* BUSINESS ENTREPRENEURSHIP**

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(xvii + 154 pages, 59 tables, 26 figures, 3 formulas, 12 attachments)

A bridal business is one of the most creative business development that could also be categorized as an everlasting business opportunity because man always dream of living in pairs, so this business will always be essential. Not only bridal service, the business that will be built will have additional treatment service according to the bride's needs. This research serves a purpose which is to analyze the feasibility of Ping Ing Bridal. The analysis in this research was focused on five different aspects which are market, technical, management, policy and financial. The data gathered was through potential market, market observation and surveys to similar business. The market aspect contains business concept, market segment, target determination, benchmarking, and marketing mix based on questionnaires. In technical aspect, the bridal will be in Jalan Taman Kenten, Lorong Wajar. The management aspect will contain a discussion about the organization, the policy aspect about business ownership by an individual and the procedure required to start a business according to the enforced laws. The financial aspect of Ping Ing Bridal will be based on an investment for Rp. 2.000.000.000,00 where the calculation used are payback period, net present value and internal rate of return. The payback result is 1 year and 11 months, whereas the net present value is Rp. 2.935.979.966,24 and internal rate of return about 47.08% which is more than 12.8%. Based on the five aspects, Ping Ing Bridal business is feasible.

Keywords: Bridal Business, Feasibility Study, Ping Ing Bridal

References: 46 (2000-2017)