STUDI ANALISIS INVESTASI PENGEMBANGAN PROYEK PERUMAHAN X

Oleh : Reynold Andika Pratama

The need for shelter is one of the basic human needs wherever it is located including in Indonesia. Due to the many shortage of home supply in Indonesia, housing investors were competing to build housing to meet the shortage of existing home supply, including in Purbalingga district. In doing these investments, it takes a variety of studies which one of them is a feasibility study from the financial side. This research was conducted with the aim to analyze the configuration of house units that can maximize profit, analyze cashflow and analyze the investment feasibility of development project of Housing X The method of feasibility analysis of investment is done by using Net present value (NP V) method, Internal rate of Return (IRR), Payback period (PP), and Return on Equity (ROE). The result of this research is the most optimal unit configuration is type A as much 744 units, type B as many as 372 units, and type C of 124 units, with NPV of Rp 23.808.241.507, IRR of 33.202%, PP of 32 months and ROE of 1.397.

Keywords Housing investment, unit configuration, optimal, investment feasibility