

STUDI KELAYAKAN PENDIRIAN
CUSTOM MECHANICAL KEYBOARD STORE
DI SURABAYA

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ABSTRAK

Adanya permintaan akan *mechanical keyboard* berkualitas, *keyboard* dengan *switch* mekanikal, memunculkan ide usaha pendirian *custom mechanical keyboard store*, yang bergerak dibidang jasa perakitan *mechanical keyboard*. Sebelum ide usaha direalisasikan, perlu adanya studi kelayakan untuk menguji kelayakan pendirian serta sensitivitas usaha terhadap faktor-faktor yang dapat berubah. Pada penelitian ini studi kelayakan meninjau aspek pasar, teknis, manajemen, serta keuangan.

Penelitian dimulai dengan merumuskan masalah berdasarkan latar belakang yang ada dan dilanjutkan dengan penetapan tujuan penelitian. Setelahnya dilakukan kajian terhadap teori yang diperlukan untuk melakukan studi kelayakan. Berdasarkan teori yang ditinjau dilakukan pengumpulan data, baik data primer berupa hasil kuesioner menggunakan metode *sampling random*, serta data sekunder yang disediakan oleh pihak ketiga. Pada data-data pendukung yang telah dikumpulkan dilakukan analisis kelayakan untuk setiap aspeknya.

Pengolahan serta analisis data menghasilkan hasil sebagai berikut: terhadap aspek pasar melibatkan yang data primer berupa hasil kuesioner serta data sekunder berupa jumlah penduduk Indonesia tahun 2015 hingga 2022, menghasilkan estimasi jumlah PP, PPE, serta PE. Jumlah PPE diperoleh bernilai positif sehingga pasar masih tersedia untuk usaha baru. Nilai PPE pada tahun pertama sebesar 123.535 permintaan, dengan nilai PE sejumlah 3.706 permintaan. Analisis data pada aspek teknis memperoleh estimasi nilai *output standard* produksi sebesar 20 unit per hari dengan melibatkan 2 orang *builder*. Pemilihan alternatif lokasi usaha menggunakan *hybrid analysis* tanpa *critical factor* menunjukkan *stand* A6-32 A6-33 di Pakuwon Trade Centre merupakan lokasi yang paling baik. Ada 4 jenis layanan yang disediakan oleh jasa perakitan *custom mechanical keyboard* ini meliputi *basic assembling*, *basic modding*, *gummy o-ring mod*, serta *case repaint*. Aspek manajemen menghasilkan pemilihan bentuk organisasi lini sebagai bentuk yang paling sesuai beserta pembuatan struktur organisasinya. Jumlah pekerja yang dibutuhkan adalah sebanyak 4 orang meliputi 2 orang produksi/*builder*, 1 orang *purchasing*, serta 1 orang *marketing*. Kualifikasi pekerja juga dijabarkan melalui *job description* dan *job specification*. Untuk aspek keuangan diperoleh *total project cost* usaha sebesar Rp 579.849.271,- dengan NPV investasi diperoleh bernilai positif sebesar Rp 63.721.472,-; IRR sebesar 22% berbanding MARR 18%, serta waktu pengembalian modal selama 4,6 tahun. Usaha dapat tetap menguntungkan walau permintaan turun dari awalnya 22.225 permintaan (3% PPE skenario awal) sampai ke 21.114 permintaan (2,85% PPE) atau turun sebesar 5% dari permintaan keseluruhan.

Berdasarkan pengolahan serta analisis data tersebut disimpulkan bahwa usaha *custom mechanical keyboard store* layak karena dapat direalisasikan serta memenuhi nilai pengembalian investasi yang diinginkan dalam kurun waktu yang telah direncanakan.

Kata kunci: *Studi Kelayakan, Aspek, Pasar, Teknis, Manajemen, Keuangan, Custom, Mechanical Keyboard, Store.*

**FEASIBILITY STUDY OF ESTABLISHMENT
CUSTOM MECHANICAL KEYBOARD STORE
IN SURABAYA**

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ABSTRACT

The demand for quality mechanical keyboards, keyboards with mechanical switches, gave rise to the business idea of establishing a custom mechanical keyboard store, that is engaged in mechanical keyboard assembly services. Before the business idea is realized, it is necessary to have a feasibility study to test the feasibility of the establishment and the sensitivity of the business to factors that can change. In this study, the feasibility study reviews four business aspects, including market aspects, technical aspects, management aspects, and financial aspects.

The research begins with formulating the problem based on the existing background and continues with setting research objectives. After that, a study of the theory needed to carry out a feasibility study was carried out. Based on the theory reviewed, data collection was carried out, including both primary data in the form of questionnaire results using the random sampling method, as well as secondary data provided by third parties. A feasibility analysis is performed for each aspect based on the business idea that you want to investigate and the supporting data that has been gathered.

Data processing and analysis yielded the following results: The market aspect involved primary data in the form of questionnaire results and secondary data in the form of Indonesia's population from 2015 to 2022, resulting in estimates of the number of PP, PPE, and PE. The amount of PPE obtained is positive, so the market is still available for new businesses. The PPE value in the first year was 123,535 requests, with a PE value of 3,706 requests. Data processing and analysis on the technical aspects obtained an estimated standard production output value of 20 units per day involving two builders. Selection of alternative business locations using hybrid analysis without critical factors shows that stand A6-32 A6-33 at Pakuwon Trade Center is the best location. There are 4 types of services provided by this custom mechanical keyboard assembly service including basic assembly, basic modding, gummy o-ring mod, and case repaint. The management aspect resulted in the selection of the line organization form as the most appropriate form along with the creation of the organizational structure. The number of workers needed is 4 people including 2 production people/builders, 1 purchasing person, and 1 marketing person. Employee qualifications are also spelled out through job descriptions and job specifications. For the financial aspect, a total business project cost of Rp. 579,849,271.- with a positive investment NPV of Rp. 63,721,472 is obtained; the IRR is 22% compared to the MARR of 18%, and the payback period is 4.6 years. Businesses can remain profitable even if demand falls from 22,225 requests (3% PPE in the initial scenario) to 21,114 requests (2.85% PPE), a 5% drop in total demand.

Based on the data processing and analysis, it was concluded that the custom mechanical keyboard store business is feasible because it can be realized and fulfill the desired return on investment within the planned timeframe.