

## **ABSTRACT**

*Serious Paradise Tour & Travel is a business engaged in services, which serve all trip / tour to all the tourist sites in the country and abroad.*

*In this aspect of market research obtained by spreading questionnaires to 95 respondents who had used the services of Serious Paradise Tour & Travel to know how many potential market, available market and target market. As for the technical and financial aspects used secondary data obtained from various sources. The results of questionnaires showed the percentage of the potential market of 100%, the market provided 98%, and for the company's target market aiming for 1% of the available market.*

*The results show that the financial calculations for the period 2016-2020 NPV value is Rp 6,594,312,735.86 percentage IRR of 62.62%, and PBP 1,700 years. IRR is greater than the value of MARR is 15% and the NPV is positive. From these parameters, then the addition of Serious Package honeymoon on Paradise Tour & Travel can be said to be feasible.*

*Keywords: Serious Paradise Tour & Travel, feasibility analysis, NPV, IRR, PBP*