ABSTRACT

Offset printing is one of the commercial printing sub-categories that has several stages: plate printing, afdruk, printed, screen printing, drying and cutting that takes a long time for 85 hours. This is caused by the printing of tracing plate through outsourcing that requires queue time for 3 days, so quite often the happening of delayed order. In solving the problem, the owners consider the feasibility of printing procurement investment reached 250 million by lending to cooperatives. The feasibility of the technical aspect to determine the alternative of the machine using factor rating method, yields a score of 98.75 for the selected machine Plotter. Furthermore, consideration of investment of machine procurement by BPI method resulted in better efficiency by 90.41% compared to the previous of 17.08%. Owners open up new markets by 0.5% of capacity to serve the needs of tracing printing. The analysis result from the management aspect, the absence of additional operator, but the owner who will be in charge of operating the machine accompanying two employees for training. The result of financial feasibility before and after procurement shows NPV value Rp 462.242.80 with IRR of 1555,42%. Meanwhile, the result of feasibility calculation on condition after procurement resulted in NPV of Rp 1,040,785,024 with IRR 68,01%. Result of incremental analysis yield NPV equal to Rp 578.542.220,23 with percentage of IRR equal to 48,932% so investment of procurement of tracing printing machine is best alternative to be implemented in CV Plasmagraph.

Keywords : *Offset printing, CV Plasmagraph, feasibility analysis, investment of machine procurement, incremental, Net Present Value (NPV), Internal Rate of Return (IRR), Business Process Improvement (BPI), Factor Rating.*