

ABSTRACT

Ceritera Indonesia is a digital startup business engaged in photography that established in Surabaya. The services offered are different from the photography business in general, ceritera Indonesia serve photography needs while on vacation. This business is a new idea so it is necessary to do a feasibility analysis study. The study considerations are market aspects, technical aspects, website design, and financial aspects. Data on market aspects are collected by questionnaire method and obtained by the number of potential markets is 82%, available markets are 71% of potential markets, and target markets are 0.0016% of available markets. Technical aspects are used to find out business processes, labor requirements, investment needs and costs and business location. Website design uses to know the process of exchanging information that occurs on the website. Financial aspects are used to determine the feasibility of this business. From the calculation results, the net present value (NPV) is Rp339.526.648, the internal rate of return (IRR) is 30,54%, and the payback period (PBP) is 2,808 years. The NPV value is more than zero, PBP is less than the implementation period, and the IRR is more than 10% MARR, thus Ceritera Indonesia can be concluded as feasible to be established.

Keywords: Feasibility Analysis Study, NPV, PBP, IRR, Ceritera Indonesia