

ABSTRACT

Sudutpandang Creative-Hub is a company with PT legal form and running a creative industry business. This company was formed since 2018 and keep improving the quality of the business. Market target that Sudutpandang choose is Java island, although with digital system enterprise seems not impossible to Sudutpandang taking a larger market scope than just a java island. Kind of service that Sudutpandang provide is all form of advertising, graphical creation, a product or also art installation service where focused on a creative way to create a solution for every client's problem. Sudutpandang have some of precursor that have a similar business process like Makna Creative and Maika Collective. Beside it, Sudutpandang also have some competitor, there is Makna Creative, Maika Collective, Thinkingroom.inc, Monoponik, Publicis Indonesia, Okular, Potbrandinghouse and Rimata & Co. Feasibility of business was so important for Sudutpandang be able to compete and grows in the market. Therefore, feasibility business study is taking to operate for Sudupandang where reviewed from 4 aspects that is market aspect, technical aspect, management aspect, financial aspect and added with website system design as a supporting aspect for Sudutpandang business process. Market aspect shows that Sudutpandang market target is exist and make Sudutpandang knowing their position in the market. Technical and management aspect shows a clarity of the organization forms also business process they have run. Financial aspect reviewed from 3 criteria, that is Net Present Value (NPV), Internal rate of return (IRR) and payback period (PP). From 5 years projection, it has discovered the NPV a positive number with 227.345.605 rupiah, IRR with rate 22,12% and have a payback period in 4,43 years. With the aspect calculation result, a feasible study of Sudutpandang business process be avowed as worth to run. Sensitivity analysis result toward the increasing of direct labour cost, the decreasing of service price rate and the decreasing of demand aspect giving a safe limits in 14% for maximum increasing rate of direct labour cost, 4% for maximum decreasing rate of service price rate and 12% for maximum decreasing of demand.

Keywords: *Feasibility Analysis, NPV, IRR, PP, Sensitivity Analysis*