

ABSTRACT

Rambak Kulit Asli Siswanto is one of the Small Medium Enterprises (UMKM) that produces cow leather. Established since the beginning of 2014, business Rambak Kulit Asli Siswanto took the raw materials of semi-finished cow's skin from suppliers. Around dozens of suppliers have collaborated with this effort to supply raw materials for cow's skin. Along with the passage of time this business has experienced significant development, this is supported by the sales of rambak from year to year has increased. Until now in marketing the product business Rambak Kulit Asli Siswanto still offline. Business owners have plans to market their products online in order to increase their revenue and expand their marketshare. So that the authors can do research on the business development Rambak Kulit Asli Siswanto Siswanto online. Research is conducted with feasibility analysis on website development to know the business that is developed offline and online worth running. Feasibility analysis conducted based on market aspect, technical and operational aspects and financial aspects. The result of the financial analysis of business Rambak Kulit Asli Siswanto shows the NPV value of Rp 324.987.503, the value of Payback Period for 4,34 years and IRR value of 20,53%. The resulting value is $NPV > 0$, the payback period is less than the implementation period and the value of $IRR > MARR$ (7,71%) Then it can be said business development Rambak Kuit Asli Siswanto deserve to run. Researchers also conducted sensitivity analysis on material increases, sales price reductions, demand decline, and increased labor costs. The results of sensitivity analysis are material sensitive to the increase of 6,02%, the selling price is sensitive to the decline of 3,55%, demand is sensitive to a decline of 4,53% and labor costs are sensitive to the increase of 12,68%.

Keywords : UMKM, Website, feasibility analysis, financial aspects, sensitivity analysis