

ABSTRACT

Health is a very important component for human survival. When the body is unhealthy, it is difficult for humans to carry out all activities, The number of doctors in Indonesia as of 4 January 2023 is 101,476 people. The ratio of the number of doctors to the total population is 0.6:1,000. This ratio is still below the standard set by the World Health Organisation (WHO) of 1:1,000 population. Therefore, a breakthrough/innovation is needed to help health workers examine and monitor public health, one of the innovations in the health sector is the Independent Health Examination Platform (APKM). APKM is a multifunctional health tool and is used to help patients and health workers for health checks. The results of this study are that in order for APKM to be feasible to be developed for mass production, it requires a cost of goods of IDR 53.893.400 and a minimum production quantity of 11 units to achieve technical specifications. The results of marketing studies on similar products, the ideal price of this product is IDR 175.117.769 so as not to exceed the price of similar competitor products of IDR 175,454,895. Based on economic indicators, the cost of production and selling price have reached the economic indicators, namely $NPV = 0$. $IRR = MARR$, and Payback Period for 5 years.

Keywords: *APKM, cost of production Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP)*