

## ABSTRAK

Chikzchicken merupakan pelaku usaha UMKM dibidang kuliner jajanan khas Taiwan, Chikzchicken menjual makanan yang berbahan dasar ayam *fillet*, Ayam goreng krispi, dimana sang pemilik berkeinginan untuk meningkatkan profit penjualan dengan membuka cabang baru di daerah Cipondoh Kota Tangerang penelitian ini adalah untuk menganalisis aspek studi kelayakan usaha Chikzchicken yang berada di Cipondoh Kota Tangerang. Dalam penelitian ini menggunakan teknik pengumpulan data berupa wawancara, observasi, dan studi keputusan, metode yang digunakan yaitu aspek pasar dan pemasaran, aspek teknis dan teknologi, aspek manajemen, sumber daya manusia dan aspek keuangan dengan perhitungan kelayakan berupa *Payback Period* (PP) di dapat hasil perhitungan 6 bulan 6 hari, *Net Present Value* (NPV) didapat hasil perhitungan usaha Chikzchicken di dapat hasil perhitungan Rp.112.939.395 berdasarkan hasil perhitungan usaha Chikzchicken layak untuk dikembangkan dengan tingkat bunga 20% dan *Probability Index* (PI) didapat hasil perhitungan : 7.5 berdasarkan hasil perhitungan dari aspek keuangan menurut tiga metode yang digunakan menunjukkan bahwa usaha chikzchken laauk untuk dikembangkan dan dari aspek aspek pasar dan pemasaran, sumber daya manusia juga memberikan gambaran potensi baik.

**Kata kunci** : Studi kelayakan, Pengembangan usaha, Aspek keuangan

## **ABSTRACK**

*Chikzchicken is an MSME business actor in the culinary field of typical Taiwanese snacks, Chikzchicken sells food made from fillet chicken, crispy fried chicken, where the owner wants to increase sales profits by opening a new branch in the Poris Indah area, Tangerang City. This research is to analyze the business feasibility study aspect. chikzchiken which is in the beautiful city of Tangerang, Poris. In this study using data collection techniques in the form of interviews, observations, and decision studies, the methods used are market and marketing aspects, technical and technological aspects, management aspects, human resources and financial aspects with feasibility calculations in the form of Payback Period (PP) in the results of the calculation of 6 months and 6 days, the Net Present Value (NPV), the results of the calculation of the Chikzchiken business, the results of the calculation of Rp. 112,939,395 based on the calculation results of the Chikzchiken business are feasible to develop with an interest rate of 20% and Probability Index (PI), the calculation results are obtained: 7.5 based on the results of calculations from the financial aspect according to the three methods used, it shows that the lauak Chikzchken business is to be developed and from market and marketing aspects, human resources also provide a picture of good potential.*

**Keywords:** *feasibility study, business development, financial aspects*