

## Studi Kelayakan Pembangunan International Student Housing Universitas Indonesia - Depok

Santi Dewi, author

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### Abstrak

International Student Housing dirancang dengan tujuan menjadi salah satu fasilitas pelayanan penunjang akademik UI dalam rangka mencapai visinya menjadi universitas kelas dunia. Dalam perencanaannya, proyek terdiri dari enam tower dan dua serviced apartment. Pembangunan terdiri dari beberapa tahap, dimulai dengan tahap pertama pembangunan tower A dan berikutnya akan direncanakan kemudian setelah dana talangan atas pembangunan tower A terkumpul kembali. Kelayakan pembangunan dibahas menggunakan analisis capital budgeting dan analisis SWOT. Perhitungan biaya modal menggunakan model single index model, dengan estimasi beta menggunakan pendekatan bottom up. Asumsi keuangan telah ditentukan di awal untuk melakukan analisis sensitivitas. Proyeksi arus kas selama tiga puluh dua tahun, menjadi dasar perhitungan nilai NPV, IRR, payback period dan PI. Analisis dilengkapi dengan laporan neraca dan laporan rugi laba.

Hasil analisis menunjukkan proyek layak dijalankan apabila asumsi untuk tingkat occupancy seratus persen terpenuhi, dengan kata lain, semua unit habis tersewa, baik untuk sewa jangka panjang dan sewa jangka pendek. Proyek juga harus memperhatikan adanya kemungkinan biaya yang melebihi RAB awal. Selain itu, strategi pemasaran harus dibuat sehingga penawaran dengan rentang harga premium dapat dianggap sewajarnya mengingat desain dan konsep bangunan berbasis green building.

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International Student Housing is designed with its aim as part of University of Indonesia's academic support service facilities in order to achieves its vision to become world class university. The project's development plan consists of six towers and two serviced apartments. The development plan is composed with parts of progress, firstly started with development of tower A and then follow by the next tower's development after the collection of subsidize fund for tower A is fullfilled. The feasibility study of project conducts capital budgeting analysis and SWOT analysis. The cost of capital is calculated by single index model, and beta is estimated with the bottom up approach. Financial assumptions has stated at the beginning of sensitivity analysis. The projected cash flow for the next thirty two years is the basic calculation of NPV, IRR, payback period and PI. The study is completed with balance sheet and income statement.

The study concludes that the project is feasible only if the occupancy at one hundred percent rate fullfilled, in others word, all of the units are rent, both for long lease or short lease. The project also needs to beware for the possibility of cost over the stated initiate budget. Marketing strategy has to be compose for premium price offering, and deemed as a proper price, considering building's design and architecture based on green building concept.