

ABSTRACT

This study was conducted at UMKM Nadia Souvenir located in Gampong Ulee Madon, Muara Batu District, North Aceh Regency. Nadia Souvenir is a micro-enterprise producing Acehese embroidered handicraft bags, with three main products: the wirid bag, the umpang bag, and the keong bag. This research aims to analyze the business feasibility based on production costs, revenue, profit, Revenue Cost Ratio (R/C), and Break Even Point (BEP) for each product. The research method used is a quantitative analysis method. Primary data were obtained through interviews and direct observation, while secondary data were collected from literature and business records. The analysis includes the calculation of total production costs, total revenue, R/C ratio, BEP price, and BEP production for each type of bag. The results show that the wirid bag has an R/C ratio of 1.5, with a BEP price of Rp19,034.08 and a BEP production of 850 units, while the actual production reached 1,445 units, indicating that the product is feasible and profitable. The umpang bag demonstrates the best financial performance with an R/C ratio of 1.7, a BEP price of Rp29,160.74, and a BEP production of 58 units, while the actual production reached 100 units, making it highly feasible to produce. In contrast, the keong bag has an R/C ratio of 0.82, a BEP price of Rp 15.117,77. higher than the actual selling price of Rp12,000 and a BEP production of 272 units, while actual production was only 272 units. This indicates that the keong bag has not reached its break-even point and is not financially feasible in its current condition. Overall, the study concludes that the wirid and umpang bags are feasible and profitable to continue, while the keong bag requires cost evaluation and production strategy improvements in order to achieve business feasibility.

Keywords: UMKM, Business Feasibility, R/C Ratio, Break Even Point, Acehese Handicraft.