



BUSINESS FEASIBILITY ANALYSIS REVIEWED FROM VARIOUS ASPECTS AT KENANGAN OUTDOOR BEKASI

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Abstract

The purpose of establishing Kenanga Outdoor is to facilitate and facilitate people who want to do outdoor activities. Kenanga Outdoor is a solution for those who have the view that outdoor activities are difficult, especially in terms of equipment preparation. This study aims to determine the feasibility of establishing an outdoor equipment rental business in Kenanga Outdoor by analyzing various relevant and fundamental aspects in the business world. Specifically, the objectives of this study are as follows: 1. Analyze market aspects to determine potential demand, consumer characteristics, market segmentation, and the level of competition in the outdoor equipment rental industry in the target business area. 2. Evaluate technical aspects related to business operations, such as business location, types of equipment rented, human resource needs, and distribution and customer service systems. 3. Financial aspects that include initial capital requirements, operational cost projections, income estimates, break-even point calculations, and return on investment. 4. Review legal and environmental aspects, including business licensing, compliance with government regulations, and the impact of business operations on the surrounding environment. 5. Environmental Aspect (Green Business) 6.. Environmental Impact Analysis Aspect (AMDAL) 7. Social Media and Promotion Aspect. Then assess the overall feasibility of the business based on the results of the analysis of each aspect, in order to be the basis for decision making in establishing and developing the Kenanga Outdoor outdoor equipment rental business.

Keywords: *Business Feasibility Study*

Abstrak

Tujuan pendirian Kenanga Outdoor adalah untuk mempermudah dan memfasilitasi orang-orang yang hendak melakukan kegiatan outdoor. Kenanga Outdoor adalah solusi bagi mereka yang memiliki pandangan bahwa kegiatan outdoor itu menyulitkan, terutama dari persiapan perlengkapan. Penelitian ini bertujuan untuk mengetahui kelayakan pendirian usaha penyewaan alat outdoor di Kenanga Outdoor dengan menganalisis berbagai aspek yang relevan dan mendasar dalam dunia bisnis. Secara khusus, tujuan dari penelitian ini adalah sebagai berikut : 1. Menganalisis aspek pasar guna mengetahui potensi permintaan, karakteristik konsumen, segmentasi pasar, serta tingkat persaingan dalam industri penyewaan alat outdoor di wilayah target usaha. 2. Mengevaluasi aspek teknis terkait operasional bisnis, seperti lokasi usaha, jenis peralatan yang disewakan, kebutuhan sumber daya manusia, serta sistem distribusi dan pelayanan konsumen. 3. Aspek Keuangan yang mencakup kebutuhan modal awal, proyeksi biaya operasional, estimasi pendapatan, perhitungan titik impas (break-even point), serta tingkat pengembalian investasi (return on investment). 4. Mengkaji aspek hukum dan lingkungan, termasuk perizinan usaha, kepatuhan terhadap regulasi pemerintah,



serta dampak operasional usaha terhadap lingkungan sekitar. 5. Aspek Lingkungan (Green Business) 6..Aspek Analisa Dampak Lingkungan (AMDAL)7. Aspek Media Sosial dan Promosi . Kemudian menilai kelayakan usaha secara keseluruhan berdasarkan hasil analisis setiap aspek, guna menjadi dasar pengambilan keputusan dalam pendirian dan pengembangan usaha penyewaan alat outdoor Kenanga Outdoor.

Kata kunci: Sudi Kelayakan Bisnis

I. INTRODUCTION

The changing lifestyle of modern society shows an increasing interest in outdoor activities, especially after the COVID-19 pandemic. Activities such as mountain climbing, camping, river tracing, and exploring the outdoors are now not only a means of recreation, but also part of a healthy lifestyle that offers a balance between physical and mental. After being restricted in their movements during the pandemic, people began to look for alternative activities that were not only healthy, but also able to provide peace and new experiences. This phenomenon has encouraged the growth of nature-based tourism trends, both in the form of individuals, community groups, and families. According to Prabowo and Yuliana (2022), nature-based tourism trends such as ecotourism, adventure tourism, and slow tourism are growing along with increasing awareness of the importance of balance between life and mental health. Activities such as hiking, camping, and tracking are popular choices among the younger generation and urban families. This phenomenon creates new demand for outdoor equipment, but not everyone can afford or want to buy it. With this trend, businesses like Kenanga Outdoor have a great opportunity to grow by providing quality equipment that can be rented at affordable prices, Kenanga Outdoor becomes a strategic partner for tourists and adventurers. Kenanga Outdoor's role is not only as a provider of equipment, but also as a facilitator of an active and healthy lifestyle that is environmentally friendly. According to Rahmawati and Supriyadi (2021), the rental business is an economical and practical solution for urban communities, especially in the context of goods that are used incidentally or not too often, such as camping equipment, party equipment, or vehicles. In addition to saving costs, renting also helps avoid the need for large storage space and high maintenance costs. In relation to Kenanga Outdoor, the rental business of outdoor equipment such as tents, sleeping bags, mountain shoes, and other camping equipment is very relevant, especially for consumers who only camp a few times a year. By renting, they can gain access to high-quality equipment without having to make a large investment up front. In addition, this business model also opens up opportunities to reach various market segments, from students to professional nature lovers. This study aims to determine the feasibility of establishing an outdoor equipment rental business at Kenanga Outdoor by analyzing various relevant and

fundamental aspects in the business world. Specifically, the objectives of this study are as follows: 1. Analyze market aspects to determine potential demand, consumer characteristics, market segmentation, and the level of competition in the outdoor equipment rental industry in the target business area. 2. Evaluate technical aspects related to business operations, such as business location, types of equipment rented, human resource needs, and distribution and customer service systems. 3. Financial aspects that include initial capital requirements, operational cost projections, revenue estimates, break-even point calculations, and return on investment. 4. Review legal and environmental aspects, including business licensing, compliance with government regulations, and the impact of business operations on the surrounding environment. 5. Environmental Aspects (Green Business) 6. Environmental Impact Analysis (AMDAL) Aspects 7. Social Media and Promotion Aspects.

II. RESEARCH METHODS

In this study, the interview method was used as a primary data collection technique and documentation as a secondary data collection technique.

1. Interview Interviews were conducted directly face to face with the owner of outdoor kenanga who has knowledge or experience in the outdoor equipment rental business, both as a business actor and as a consumer. The purpose of this interview is to obtain in-depth information regarding market trends, consumer behavior, operational challenges, and business strategies used by similar business actors.

2. Documentation Conducted to collect secondary data in the form of product photos, price lists, and screenshots from social media. In addition, the author also documented the interview process in the form of notes and documentation to strengthen the results of the analysis.

III. RESEARCH RESULTS

Kenanga Outdoor is a place to rent items for outdoor activities, especially special interest tours. Kenanga Outdoor has been established since 2020. The items it rents are carrier bags, tents, jackets, shoes, flashlights, helmets, and other equipment that function to make camping easier. The purpose of establishing Kenanga Outdoor is to make it easier and facilitate people who want to do outdoor activities. Kenanga Outdoor is a solution for those who think that outdoor activities are difficult, especially in terms of equipment preparation. Now, doing outdoor activities does not have to have all the equipment needed, because we can rent it of course at a much cheaper price than buying it. Company Name Business Field Product Type: KENANGA OUTDOOR: Outdoor Equipment Rental and Purchase Services: Outdoor Equipment Company Address: Jl. Kenanga Rt02/02 No.1B Jatimelati,

Pondokmelati, Bekasi Telephone Number: 085189909401 This outdoor equipment rental service business is one of the promising forms of business. Due to the high demand of people including students for the use of camping equipment, this opportunity opens up business opportunities in renting camping equipment. The location of this camping equipment rental business itself can be found easily. From observations made by the author, camping equipment rental places are often recommended.

Market and Consumer Aspects

Market and consumer aspects are important components in a business feasibility study, because they determine whether or not there is demand for the products or services offered. In the context of the Kenanga Outdoor business which is engaged in the rental and sale of outdoor equipment, market analysis is carried out to determine the potential, trends, and characteristics of target consumers.

1. Market Segmentation

Kenanga Outdoor has several consumer segments that are interested in outdoor activities such as mountain climbing, camping, and nature lover activities. These segments include: Students or students, Nature lover communities, Camping and nature creativity lovers, individuals or tourists who want to try incidental outdoor experiences.

2. Market Potential

According to Prabowo and Yuliana (2022), nature-based tourism is a new trend in people's healthy lifestyles that drives the growth of the need for outdoor equipment. The market potential is also increasingly broad, not only limited to professionals or nature lovers, but also to beginners who are new to the world of camping.

3. Consumer Needs

The majority of consumers prefer to rent equipment rather than buy. This is based on several reasons: The need is temporary, The purchase price of original equipment is relatively high, Consumers do not have storage space or time to maintain equipment.

According to Sari and Fitriani (2020), consumers are currently increasingly rational and efficient in making consumption decisions. They consider short-term benefits and potential savings when choosing to rent rather than buy.

4. Consumer Behavior

Kenanga Outdoor consumers tend to prioritize: Equipment quality, Affordable rental prices, Ease of ordering, via WhatsApp and social media., consumers no longer focus on ownership, but on ease of access.

5. Competition Analysis

Based on the results of a survey in the Bekasi area and its surroundings, the main competitors in the field of outdoor equipment rental are still relatively limited. Several similar businesses are already running, but not many offer integrated services such as online booking systems, complete package packaging, and education on the use of equipment. This is a strategic opportunity for Kenanga Outdoor to position itself as a pioneer in professional and environmentally friendly outdoor rental services.

6. Marketing Strategy

In reaching a wide target market, Kenanga Outdoor uses the following marketing strategies: Promotion through social media (Instagram, TikTok, WhatsApp), Collaboration with nature lovers and campus organizations, Seasonal discount offers or bundling promos, Educational content about outdoor activities to build brand awareness.

7. SWOT ANALYSIS

A. Strengths 1. Availability of initial capital for procurement of quality equipment. 2. Ability to access strategic locations for outlet establishment. 3. Ability to provide various types of equipment according to specific needs. 4. Flexibility of rental duration (daily, weekly, or package). 5. Employees with equipment maintenance skills.

B. Weaknesses 1. Limited stock of equipment to meet high demand in the peak season. 2. High equipment maintenance and care costs. 3. Risk of loss due to damage or loss of equipment. 4. Competition with stores that sell equipment at affordable prices.

C. Opportunities 1. Increasing public interest in outdoor activities and hiking. The existence of outdoor equipment rental places can help and make it easier for consumers to do outdoor activities. The increasingly popular "back to nature" and ecotourism trends and the growing growth of hiking and outdoor communities in various age groups that can reach all groups, such as student groups and students for increasingly affordable outdoor equipment. 2. Utilization of digital platforms for reservation and transaction systems can be done through all types of payments that will make it easier for consumers. 3. The use of social media is used for marketing and education in order to reach a wider consumer base.

D. Threats 1. New regulations in mountains or protected forest areas can limit outdoor activities. 2. Extreme weather or natural disasters can hinder activities and reduce customer interest. 3. Competition with other rental places or local rental communities. 4. Pandemic.

Technical and Operational Aspects

1. Business Location. Kenanga Outdoor is located at: Company Address: Jl. Kenanga Rt02/02 No.1B Jatimelati, Pondokmelati, Bekasi This location is strategic because it is in a densely populated residential area, close to several campuses and schools, and easily accessible to consumers via private vehicles or online transportation. The location is also large enough to be used as a place to store outdoor equipment.

2. Facilities and Infrastructure Facilities and Infrastructure to support Kenanga Outdoor's business operations have provided the following facilities and infrastructure: a. Closed storage space for equipment such as tents, sleeping bags, mattresses, and portable cooking equipment. b. Digital promotional equipment such as smartphones, laptops, and stable internet connections. c. Two-wheeled operational vehicles and online motorcycle taxi services for delivering goods to customers (pick-up and drop-off services). d. Physical display cases for displaying outdoor equipment that is not being rented.

3. Equipment and Products

Kenanga Outdoor Equipment and Products Table

| Kategori | Nama Peralatan | Keterangan |
|-------------------------------------|----------------------|--|
| Peralatan Utama Camping | Tenda 2 orang | Ukuran kecil, cocok untuk 1–2 orang |
| | Tenda 4 orang | Cocok untuk keluarga kecil |
| | Tenda 6 orang | Ukuran besar, cocok untuk grup |
| | Flysheet | Pelindung tambahan dari hujan atau panas |
| | Matras gulung | Matras ringan untuk alas tidur |
| | Hammock | Tempat tidur gantung, mudah dipasang |
| | Sleeping bag dakron | Hangat dan ringan, cocok untuk suhu sedang |
| | Sleeping bag polar | Lebih hangat, cocok untuk cuaca dingin |
| | Groundsheet | Alas tenda tahan air |
| | Tikar lipat anti air | Ringan dan tidak menyerap air |
| Tas dan Perlengkapan Membawa Barang | Carrier 40L | Untuk pendakian pendek, kapasitas sedang |
| | Carrier 60L | Cocok untuk perjalanan 2– 3 hari |
| | Carrier 75L | Ukuran besar untuk ekspedisi Panjang |
| | Daypack 20L | Tas harian, ringan dan praktis |
| | Raincover carrier | Pelindung hujan untuk tas gunung |
| | Drybag 10L | Kantong tahan air untuk barang elektronik |
| | Drybag 20L | Lebih besar, cocok untuk pakaian dan peralatan basah |
| | Kompore portable | Menggunakan gas butane, ringan |
| | Nesting set | Set alat masak lipat: panci, wajan, sendok |

| | | |
|------------------------------|-------------------------|--|
| Peralatan Masak dan Konsumsi | Gas butane | Bahan bakar kompor portable |
| | Wajan kecil | Untuk memasak ringan di alam |
| | Teko air kecil | Untuk merebus air di camping |
| | Botol minum lipat | Hemat tempat dan ringan |
| | Sendok garpu lipat | Peralatan makan portable |
| Penerangan dan Navigasi | Headlamp | Lampu kepala praktis untuk malam hari |
| | Senter kecil | Lampu genggam Cadangan |
| | Lentera LED | Penerangan tenda, hemat energi |
| | Kompas analog | Navigasi manual di jalur pendakian |
| | Peta jalur pendakian | Peta untuk daerah tertentu |
| Pakaian dan Pelindung | Jaket gunung waterproof | Tahan angin dan hujan |
| | Ponco/raincoat | Jas hujan ringan untuk perjalanan |
| | Sepatu hiking | Ukuran 38–45, anti selip dan tahan air |
| | Sandal gunung | Nyaman, cocok untuk air dan medan ringan |
| | Sarung tangan outdoor | Melindungi tangan dari dingin dan gesekan |
| | Topi rimba / bucket hat | Pelindung kepala dari panas |
| | Raincover carrier | Pelindung hujan untuk tas gunung |
| | Drybag 10L | Kantong tahan air untuk barang elektronik |
| | Drybag 20L | Lebih besar, cocok untuk pakaian dan peralatan basah |
| Peralatan Masak dan Konsumsi | Kompor portable | Menggunakan gas butane, ringan |
| | Nesting set | Set alat masak lipat: panci, wajan, sendok |
| | Gas butane | Bahan bakar kompor portable |
| | Wajan kecil | Untuk memasak ringan di alam |
| | Teko air kecil | Untuk merebus air di camping |
| | Botol minum lipat | Hemat tempat dan ringan |
| Penerangan dan Navigasi | Sendok garpu lipat | Peralatan makan portable |
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| | Sarung tangan outdoor | Melindungi tangan dari dingin dan gesekan |
| | Topi rimba / bucket hat | Pelindung kepala dari panas |

4. Operational System The service flow at Kenanga Outdoor involves the following steps: • Consumers place orders via WhatsApp, Shopee or Instagram. • Admin records the type of equipment, rental duration, and delivery location. • Items are prepared and checked for quality. • Items are sent to the customer's location or picked up directly at the store. • After the rental period is over, the equipment is returned, rechecked, and cleaned. • Minor damage equipment is repaired, while severe damage equipment is replaced or removed from inventory.

5. Operational Hours • Working days: Monday - Sunday • Opening hours: 09.00 WIB - 23.00 WIB • Online orders remain active for 24 hours via WhatsApp and social media.

6. Stock Management. Kenanga Outdoor uses a simple stock recording system through digital spreadsheets and manual recording in workbooks. Each rented tool is given a unique code to facilitate tracking and to find out the availability of goods and maintenance schedules.

Financial Aspects

A. Initial Investment. The total initial investment required to establish a business is IDR 205,420,000, with the following details: • Purchase of equipment: IDR 124,420,000 • Premises: IDR 36,000,000 • Renovation & furniture: IDR 25,000,000 • Reservation & POS system: IDR 15,000,000 • Licensing fee: IDR 5,000,000 • Total Initial Investment: IDR 205,420,000

B. Monthly Operational Costs Monthly operational costs incurred amount to IDR 35,099,400, including: • Employee salaries (4 people) IDR 16,000,000 • Electricity, Water, Internet IDR 2,500,000 • Equipment maintenance (3% of equipment value/month): IDR 3,111,000 • Transportation Rp 2,000,000 • Marketing Rp 3,000,000 • Insurance Rp 1,500,000 • Equipment Replacement (2% of equipment value/month) Rp 2,488,400 • Other Costs: Rp 1,500,000

C. Equipment Purchase Capital

| No | Kategori | Jenis Peralatan | Jumlah | Harga Satuan (Rp) | Total Harga (Rp) |
|----|----------|----------------------------|--------|-------------------|------------------|
| 1 | Tenda | Tenda 4p Dhaulagiri Alloy | 1 | 2,700,000 | 2,700,000 |
| | | Tenda 4p IWY Compass Alloy | 27 | 2,200,000 | 59,400,000 |
| | | Tenda 4p HY | 2 | 1,800,000 | 3,600,000 |

| | | | | | |
|---|---------------------------|-----------------------------|-----|-----------|------------|
| | | Tenda 4p Tendaki Iskal | 3 | 2,100,000 | 6,300,000 |
| 2 | Daypack | Daypack tracker | 1 | 450,000 | 450,000 |
| 3 | Peralatan masak | Kompor mawar | 5 | 75,000 | 375,000 |
| | | Kompor koper | 14 | 120,000 | 1,680,000 |
| | | Nesting | 3 | 180,000 | 540,000 |
| | | Nesting kotak | 1 | 250,000 | 250,000 |
| | | Tabung gas portable | 144 | 40,000 | 5,760,000 |
| 4 | Perlengkapan Tidur | Sleeping Bag | 34 | 320,000 | 10,880,000 |
| | | Matras Karet | 34 | 85,000 | 2,890,000 |
| | | Hammock | 10 | 180,000 | 1,800,000 |
| 5 | Perlengkapan pendukung | Bangku outdoor | 13 | 70,000 | 910,000 |
| | | Flysheets | 13 | 150,000 | 1,950,000 |
| | | Pasak besi | 240 | 5000 | 1,205,000 |
| | | Lampu tenda | 9 | 85,000 | 765,000 |
| 6 | Pakaian | Jaket outdoor waterproof | 1 | 450,000 | 450,000 |

A. Rental Product Price

| Nama Barang | Harga (Per Hari) |
|---------------|------------------|
| Tenda Kap 4-5 | 35,000 |
| Tenda Kap 6-8 | 40,000 |
| Daypack | 15,000 |
| Carier | 15,000 |
| Kompor | 15,000 |
| Gas | 5,000 |
| Paket BBQ | 20,000 |
| Lampu tenda | 5,000 |
| Jaket outdoor | 8,000 |
| Matras | 10,000 |
| Flysheets | 20,000 |

A. Estimated Weekly Income

| Jenis Peralatan | Jumlah Unit | Rate Penyewaan | Jumlah Sewa / Minggu | Pendapatan/ Minggu (Rp) |
|-----------------|----------------|-------------------|-------------------------|----------------------------|
| Tenda 4-5 orang | 32 | 60% | 4 | 4,704,000 |
| Tenda 6-8 orang | 2 | 70% | 4 | 392,000 |
| Daypack | 2 | 50% | 3 | 105,000 |
| Carrier | 5 | 55% | 3 | 288,750 |
| Kompor | 19 | 65% | 4 | 1,296,750 |

| | | | | |
|-----------------------------------|-----|-----|---|-------------------|
| Gas Portable | 144 | 75% | 5 | 5,670,000 |
| Paket BBQ | 19 | 60% | 4 | 1,596,000 |
| Lampu Tenda | 9 | 55% | 3 | 173,000 |
| Jaket Outdoor | 17 | 50% | 3 | 476,000 |
| Matras | 70 | 65% | 4 | 3,185,000 |
| Flysheet | 13 | 55% | 3 | 1,001,000 |
| TOTAL PENDAPATAN PERMINGGU | | | | 18,887,500 |

Based on data obtained from interviews with kenanga outdoor, weekly income is obtained from renting various types of outdoor equipment such as tents, sleeping bags, stoves, and BBQ packages. With rental rates varying between 50%–75%, weekly income is recorded at Rp18,887,500

F. Estimated Monthly Income Net Profit = Revenue – Operating Costs – Taxes Net Profit = Rp81,784,000 – Rp35,099,400 – Rp817,840 Net Profit = Rp45,866,760

G. Monthly and Annual Income 1. Total Income Per Week: Rp18,887,500 2. Total Income Per Month: Rp. 81,784,000 3. Total Annual Income: Rp 981,407,500

H. Payback Period (PP) 1. Payback Period (PP) Initial Investment: Rp 205,420,000 2. Monthly Net Profit: Rp 45,866,718 3. Payback Period: 4.48 months (\pm 4 months 14 days)

I. Average Rate of Return (ARR) 1. Annual Net Profit: Rp 550,400,616 2. Initial Investment: Rp 205,420,000 3. ARR: 267.94%

J. Net Present Value (NPV)

Assuming a discount rate of 12% per year and a 5-year projection:

| Tahun | Arus Kas Bersih (Rp) | Faktor Diskonto (12%) | PV Arus Kas (Rp) |
|--------------|-----------------------------|------------------------------|-------------------------|
| 0 | -205,420,000 | 1.0000 | -205,420,000 |
| 1 | 550,400,616 | 0.8929 | 491,429,110 |
| 2 | 577,920,647 | 0.7972 | 460,700,739 |
| 3 | 606,816,679 | 0.7118 | 431,929,719 |
| 4 | 637,157,513 | 0.6355 | 404,912,605 |
| 5 | 669,015,389 | 0.5674 | 379,639,333 |
| NPV | | | 1,963,191,506 |

K. Internal Rate of Return (IRR) With iterative calculation using the cash flow above: • IRR: 268.45%

L. Profitability Index (PI) • Total PV Cash Inflow: Rp 2,168,611,506 • Total Investment: Rp 205,420,000 • PI: 10.56

M. Financial Ratio Analysis

1. Liquidity Ratio a. Current Ratio: 2.85 b. Quick Ratio: 2.65

2. Profitability Ratio a. Gross Profit Margin: 57.08% b. Net Profit Margin: 56.08% c. Return on Investment (ROI): 268% d. Return on Assets (ROA): 215%
3. Activity Ratio a. Inventory Turnover: 7.89 times per year b. Asset Turnover: 4.78 times per year
4. Operating Ratio a. Operating Expense Ratio: 42.92% b. Operating Income Ratio: 57.08%

N. Sensitivity Analysis

1. Occupancy Rate Changes

| Skenario | Tingkat Okupansi | Pendapatan Bulanan (Rp) | Laba Bersih Bulanan (Rp) | Payback Period |
|----------|------------------|-------------------------|--------------------------|----------------|
| Pesimis | -20% | 65,427,166 | 29,509,926 | 7 bulan |
| Moderat | Base Case | 81,783,958 | 45,866,718 | 4 bulan |
| Optimis | +15% | 94,051,552 | 58,134,312 | 3 bulan |

2. Changes in Rental Prices

| Skenario | Perubahan Harga | Pendapatan Bulanan (Rp) | Laba Bersih Bulanan (Rp) | Payback Period |
|----------|-----------------|-------------------------|--------------------------|----------------|
| Pesimis | -15% | 69,516,364 | 33,599,124 | 6 bulan |
| Moderat | Base Case | 81,783,958 | 45,866,718 | 4 bulan |
| Optimis | +10% | 89,962,354 | 54,045,114 | 3 bulan |

3. Changes in Operating Costs

| Skenario | Perubahan Biaya | Pendapatan Bulanan (Rp) | Laba Bersih Bulanan (Rp) | Payback Period |
|----------|-----------------|-------------------------|--------------------------|----------------|
| Pesimis | +20% | 81,783,958 | 38,846,838 | 5 bulan |
| Moderat | Base Case | 81,783,958 | 45,866,718 | 4 bulan |
| Optimis | -10% | 81,783,958 | 49,376,658 | 4 bulan |

Legal Aspects and Licensing

A. Limited Liability Company Registration Certificate and Business License

In running the Kenanga Outdoor business, the legal aspect is an important part to ensure that business activities are carried out legally and in accordance with regulations. Currently, Kenanga Outdoor has several legal documents to support business operations, namely



Kenanga Outdoor has a Company Registration Certificate, which shows that this business has been officially registered and recognized by the government. TDP is one of the important requirements in running a business activity in Indonesia.

B. Competency Certificate



Kenanga Outdoor has a Competency Certificate related to outdoor activities, such as guide training or nature tourism activities. This certificate is proof that business actors have the ability and expertise in accordance with their business field, and guarantees professionalism and safety in the services provided to consumers. Although currently legality is still limited to TDP and competency certificates, Kenanga Outdoor is committed to continuing to complete other licensing documents according to business needs and developments, such as Business Identification Number (NIB), SIUP, and activity location permits if necessary

Environmental Aspect (Green Business)

Kenanga Outdoor applies the principle of green business through a sustainability-based approach and resource efficiency. As a provider of outdoor equipment rental services, this business model directly contributes to reducing excessive consumption of goods (overconsumption), especially in the outdoor equipment industry which is generally made of synthetic materials and is not environmentally friendly 1. Circular Economy through RentalOutdoor equipment rental is indirectly part of the circular economy practice. By renting tents, sleeping bags, stoves, and other equipment in turn to many users, Kenanga Outdoor has succeeded in extending the life of the product and avoiding excessive purchases of new items. According to Nugroho (2023), the rental business is included in the circular economy, where one item is used by many people in a repeated cycle, thereby extending the life of the product and reducing the amount of waste. 2. Waste Management and Equipment Maintenance Maintenance Every tool returned by the customer will be cleaned and

maintained regularly. With good maintenance, these tools can be used repeatedly over a long period of time, reducing the risk of waste disposal. Items that are slightly damaged will be repaired, while items that are not suitable for use will be recycled or separated for other purposes. 3. Consumer Education Kenanga Outdoor also educates customers about the importance of responsible tool use, including maintaining the cleanliness of the tool when used in nature, not leaving trash at the camping site, and using sufficient equipment. This education is delivered through social media, digital leaflets, and direct communication during the handover of the tool. 4. Positive Impact on the Environment By renting outdoor equipment to dozens or even hundreds of consumers in one year, Kenanga Outdoor helps: a. Reduce carbon emissions from the production of new goods. b. Suppress the growth of textile and plastic waste. c. Cultivate a culture of responsible outdoor behavior.

Digital and Technology Aspects

The use of digital technology has become a major factor in the success of modern businesses, including in the rental service sector. Digitalization allows business processes to run more efficiently, measurably, and have a wider marketing reach. In the context of the Kenanga Outdoor business, the digital aspect plays an important role in managing orders, promotions, customer service, and operational records.

A. Online Ordering and Reservation System

Kenanga Outdoor provides digital ordering services through popular channels such as: 1. WhatsApp Business for fast and personal communication. 2. Instagram as a promotional media and product catalog. 3. Google Form or spreadsheet for manual recording of equipment availability. With this system, customers can: 1. Ask about the availability of goods. 2. Make reservations and payments. 3. Arrange equipment pick-up or delivery schedules. Kenanga Outdoor plans to develop a simple application or website based on online reservations, which is integrated with a digital payment system (cashless).

B. Digital Marketing and Social Media

Digital marketing strategies are Kenanga Outdoor's mainstay in building brand awareness and reaching target markets. Some of the approaches used include: 1. Instagram and TikTok for visual and promotional content. 2. Reels and short videos on how to use the tool. 3. Customer testimonials and field documentation as educational and promotional content. 4. Utilization of Google My Business to increase local visibility in Google Maps searches. According to Wibowo et al. (2019) stated that, "technology integration in the rental business provides many benefits, such as ease of reservation, inventory tracking, customer

management, and real-time financial reporting." This is the foundation for Kenanga Outdoor to continue to develop its digital foundation.

C. Inventory Management System

Currently, stock management is done manually via spreadsheets, but it is planned to be integrated into a cloud-based inventory management system in order to: 1. Facilitate tracking of equipment being rented. 2. Avoid double bookings. 3. Monitor the condition and lifespan of the equipment. 4. This system will be developed gradually according to business growth.

D. Digital and Cashless Payments

Most transactions at Kenanga Outdoor are now carried out non-cash, using 1. Bank transfers 2. QRIS 3. Digital wallets (GoPay, OVO, Dana). This method provides convenience and security for customers, as well as facilitating business financial records.

E. Future Technology Development

Kenanga Outdoor is committed to continuing to innovate in the use of technology, with the following medium-term plans: 1. Automatic notification system for tool return schedule reminders. 2. Customer assessment feature via review link. 3. Integration into local tourism marketplaces or rentals. 4. Digital training for staff on the use of digital administration and communication tools

Environmental Impact Analysis (AMDAL) Aspect

Environmental Impact Analysis (AMDAL) is an important study document to ensure that a business activity or project pays attention to the principles of environmental sustainability. Although Kenanga Outdoor is categorized as a small business and is not included in the category of activities that are required to have an AMDAL document based on the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number P.38/MENLHK/SETJEN/KUM.1/7/2019, the environmental approach remains an important part of planning and managing its business.

1. AMDAL Eligibility

Based on the type of business, location, and operational scale of Kenanga Outdoor which is engaged in the rental of outdoor equipment, this business is not included in the category of businesses that have a large and significant impact on the environment, so it is not required to prepare an AMDAL. However, the business owner still shows concern for environmental aspects through the application of environmentally friendly business principles and independent waste management.

2. Potential Impact Assessment

Although the scale of the impact is small, there are several potential environmental impacts that must still be considered: a. The use of water and detergent in washing equipment (sleeping bags, mattresses, tents) risks polluting waterways if not managed properly. b. The use of electrical energy for operational equipment (lighting, dryers) can contribute to carbon emissions. c. Plastic packaging waste from wrapping equipment or disposable equipment such as gas cans (butane).

3. Impact Management Efforts

Kenanga Outdoor takes the following steps to reduce the impact: a. Using environmentally friendly soap when cleaning outdoor equipment. b. Drying naturally using the sun to save electricity. c. Managing waste by sorting and collecting solid waste to be handed over to a waste bank or recycled. d. Educating customers not to dispose of waste at camping sites and to bring waste back to the city.

4. Environmental Monitoring Plan

Although not required to prepare an RKL-RPL (Environmental Management and Monitoring Plan), Kenanga Outdoor still carries out regular internal monitoring of: a. The volume of water and soap used to wash equipment. b. Monthly electricity consumption. c. The number of equipment that is damaged and needs to be replaced (to control waste). d. The amount of packaging waste generated from each rental cycle.

Social Media Promotion Aspect

a. Instagram:

1. Kenanga_trip: https://www.instagram.com/kenanga_trip?igsh=Nm1tczNhdmYjBi

2. Kenanga_Outdoor

https://www.instagram.com/kenanga_outdoor?igsh=MWN6emlpeGJrZDJnbG==

b. Tiktok: Kenanga_Outdoor https://www.tiktok.com/@kenanga_outdoor?_t=ZS-8x6nh6wneaY&_r=1

IV. CONCLUSION

1. This outdoor equipment rental service business is one of the promising forms of business. Due to the high demand of people including students for the use of camping equipment, this opportunity opens up business opportunities in renting camping equipment. The location of this camping equipment rental business itself can be found easily. From observations made by the author, camping equipment rental places are often recommended.

2. Kenanga Outdoor's business seen from various aspects shows positive characteristics and results, business opportunities are still wide open because not many have or open the same business, goods can be used repeatedly and are durable, maintenance of goods is very much considered, convenience of transactions and sales is very easy, business information is easy to obtain, AMDAL management is very much considered and cash flow is very good and promising to continue the business.
3. Overall, the results of the analysis provide a comprehensive picture of the company's operational efficiency. However, significant fluctuations in several aspects indicate the need for greater attention to risk management, operational strategies, and policies to ensure long-term business growth and sustainability.

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