

## ABSTRACT

*The opportunity to build a property business in the Special Region of Yogyakarta Province continues to increase from year to year. Many factors influence it, ranging from infrastructure improvements such as toll roads and international airports to the increasing number of residents in Jogja from year to year which is assumed to be in line with the increasing need for housing in Jogja. This great opportunity is an encouragement for Baraka Residence to optimize its profits. Thus, the purpose of this study is to analyze the conditions and develop them so that the magnitude of the existing business opportunities can be balanced with the internal conditions of the company so that it has a positive impact on company profits.*

*A qualitative method with a descriptive approach is the method used in this research. The data needed in this study were obtained through primary data, namely through interviews and observations and through secondary data, namely through document studies. These data were obtained to strengthen and make this research more accurate and in-depth.*

*The projected funding needed if Baraka Residence builds housing with an area of 11,200 m<sup>2</sup> and with a total of 60 housing units is IDR 16,165,598,794, with details of working capital costs worth IDR 6,498,434,025 and investment costs worth IDR 9,667,164,769 for the project in its first year. The results of the sensitivity calculation of the total funding obtained a net present value (NPV) of Rp8,100,225,334, an internal rate of return (IRR) of 33%, a payback period (PBP) of around 16 months, and a profitability index (PI) of 2.31. Each of these components shows that the Baraka Residence business can be recommended to run and allows for optimal profit in the future.*

**Keywords:** *business plan, business analysis, property, housing.*