

## Investment Potential of The Beach Karang Paranje



### Physical and Interest Areas

Karang Paranje Beach has coastal width 9 ha with total broad area 12-13 ha and located in Karyasari Village, Pameungpeuk District. Based on appraisal of AHP, this coast is categorized as the third of fourth in the case of coastal tour and lake object development. From physical aspect the coast area has owned a real clear nature and administration limits. Paranje Rocky Coast/ Pantai Karang Paranje residing at height between 0-1 m above prominent sea has tilt of sloping land. With level of soil, land, and ground stability and good soil, land, and ground absorption supported by level of abrasion make the Beach of Karang Paranje geologically good for expansion for tourism activity. Appraisal of climatologic aspect is good due to having air temperature for about 26°C – 32°C with level of rainfall less than 1000 mm/year. From condition of landscape, Beach of Karang Paranje is good because of having uniqueness of meeting between seas and river. For level of air pollution, soil, land, and ground also water is still low. This can happen because there is not tourism expansion yet. While space pattern, which is along hype beach of Karang Paranje gets value 017. Beach of Karang Paranje has smooth white sand material supported by coastal width about 150-200 m. Besides the uniqueness of like mentioned at physical area aspect, another fascination is the existence of island, which is separated from main plain. Visible other fascination from this islands the existence of beautiful panorama at the time of sunset.

Because of having no expansion yet, environmental quality seems good from its hygiene and landscape. Both aspects are additional fascination from Beach Karang Paranje that can be offered tourist.

### Facility and Infrastructure

Infrastructure and facility aspects along the beach based on appraisal of AHP get number 002. This value is the smallest one from all coastal classification and lake. Having no coastal development at the area causes it. The only development done is only bridge between islands with main plain. Infrastructure in the form of electrics, water and telecommunications are not available along the beach, otherwise they are near the settlement area of resident. It can lesson comfort of coming tourists, who of course expects adequate infrastructure.

### Accessibility

For accessibility aspect, Paranje Rocky Coast gets value 09. It is supported by district class roadway infrastructure with quality of asphalt pavement with road width 8-6 m. Way in from roadway is walking country side whose the width 2-3 m with less quality, where its basic material is hard land. Coastal area provides footpath with length > 500 m and width 05m-09m with good enough condition. Besides street factor, attainment to Paranje Rocky Coast can be done using public vehicle tough is not scheduled, but its frequency is often, so it easiest tourist, who wish to visit the beach.

### Management

Paranje Rocky Coast aspects get value 006. It is a low value from management aspect of pre-eminent object. It is caused by unclear management organization system of Pantai Karang Paranje. Bsed on the reason, ther is no good promotion activity for Pantai Karang Paranje.

### Project Profile of Tourist Areas At Karang Paranje

Project Name	: Restaurant
Capacity	: 8 Table, 32 Chairs
Location	: Karang Paranje
Area Requirement	: 840 m <sup>2</sup>
Ownership Status	: Local Government Owners
Utilities	: Water, electricity, telephone
Infrastructure	: Parking areas
Labour needs	: 4 people x 4 = 16 people (for 4 seat)
Fixed Capital	: 140.000.000
Work Capital	: 12.500.000
Total of Investment	: 152.500.000

**Studi Support**

Study of Investment Opportunity (Opportunity Study)	: √ ( available)
Project Feasibility Pre-Study (pre Feasibility Study)	: √ ( available)
Project Feasibility Study (FS)	: √ ( available)

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**Financial Profitability :**

BEP = 8.465 people. orBEP = Rp. 101.581.395  
NPV = Rp. 171.155.904  
PAYBACK PERIOD = 3,21 years (3 years, 2 months)  
IRR = 20,65%  
ROI =21,79% (eat/hour)