



## Digital feasibility of yaka photo & studio as an msme in the non-urban creative industry

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### ABSTRACT

This study evaluates the feasibility of Yaka Photo & Studio in Tenggarong Seberang District from market, technical, and financial perspectives. The research is important due to the rising demand for photography services in non-urban areas, where many businesses operate without proper feasibility assessments, creating risks of financial loss and missed opportunities. A descriptive mixed-method approach is applied. Market analysis identifies target consumers and potential demand; technical analysis reviews location, facilities, and operational readiness; and financial analysis uses Net Present Value (NPV), Internal Rate of Return (IRR), payback period, and break-even indicators. The results show a strong market outlook with high demand and low competition. Technically, the business benefits from a strategic location, adequate equipment, and experienced staff that support smooth operations. Financially, the business is feasible, evidenced by a positive NPV of IDR 141,464, an IRR of 10% exceeding the 8% discount rate, a 2.3-year payback period, and a BEP of 61%, which remains below the general feasibility threshold of around 70%. These findings enrich the literature on non-urban creative industries and highlight the relevance of digital marketing. Practically, the results offer guidance for local entrepreneurs in improving digital promotion and assessing financial feasibility for sustainable development.

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## INTRODUCTION

The multimedia and entertainment sector has increasingly supported Indonesia's economic growth. Studies show that cultural and creative industries including multimedia have strong economic potential and play a key role in stimulating creativity (Al Muwali et al., 2019; Mustofa et al., 2022; Winarto et al., 2023). Rising lifestyle changes and social media use have also increased the demand for visual documentation, making photography essential for self-expression, personal branding, and promotion Saptiyono et al., (2021). Data from Kemenparekraf, (2024) indicate that the creative economy contributed IDR 749.58 trillion in added value and employed 24.92 million

people in early 2024, with photography listed as one of its 17 subsectors Data.go.id, (2024). Globally, the photography market reached USD 44.5 billion in 2023 and is projected to grow steadily, showing its continued relevance in the digital economy (Vasconcelos & Barbosa, 2024). In Indonesia, digital transformation has encouraged photography businesses to adapt to technology-based business models. Prasetyaningrum et al., (2025) show that digitizing the marketing of micro-entrepreneurs' photography services can increase management efficiency and expand marketing reach Kusuma et al., (2022). However, most photography businesses still operate using traditional methods, especially in non-urban areas, requiring in-depth studies on business feasibility to ensure that digital transformation can be sustainable Suwandi et al., (2024). Tenggara Seberang, which is located in Kutai Kartanegara Regency, has regional characteristics with an area of about 656.74 km<sup>2</sup> and a geographical location bordering Samarinda City and Tenggara City. Tenggara Seberang was chosen as the research location because it is a developing non-urban area with high use of social media, but still has a limited number of MSMEs, including in the photography sector. This condition makes the area interesting to research, especially in terms of opportunities and the readiness of local businesses in the area to adapt to digitalization, especially in the trend of photography services in big cities. One example of the application of digital transformation in non-urban areas can be seen at Yaka Photo & Studio, a photography business that combines the concept of a self-photo booth with professional digital-based services.

Previous studies have discussed digital innovations and trends in the photography industry. Aslam, (2023) examined the application of the Business Model Canvas in the photography business in Makassar for business management strategies, but the study only assessed managerial aspects. Wisuda, (2019) discussed the effectiveness of promoting photography services through social media in Bali, but did not assess the overall business feasibility, while Click or tap here to enter text. discussed digital photo booth innovations but did not measure the financial and market potential. Most studies focus on service innovation and digital promotion, rather than comprehensive business feasibility analysis. In addition, there has been no study that specifically assesses the feasibility of digital-based photography businesses in non-urban areas. Therefore, this study was conducted to fill this gap by using an analysis approach based on three main aspects: market, technical, and financial.

This study applies a business feasibility approach by examining three core aspects: market, technical, and financial. The market analysis evaluates potential demand, customer segments, and the effectiveness of digital promotion. The technical analysis reviews the adequacy of facilities, service procedures, and the adoption of digital technology in operations, aligning with current digitalization trends in the photography industry. Through field observations, data collection, and an assessment of the digital marketing strategies used by photography businesses in Tenggara Seberang, the study presents a concise and comprehensive overview of the development potential of photography enterprises in non-urban areas.

The novelty of this study lies in the application of a feasibility study tailored to the digitization of the photography industry and the use of **SWOT analysis** to map the strengths, weaknesses, opportunities, and threats of the business. Unlike previous studies that only assessed feasibility from a technical and financial perspective, this study also considers the influence of social media, digital platforms, and online consumer behavior on the market potential of photography services. This approach is expected to contribute academically to the development of business feasibility study literature in the creative economy sector, as well as practically to local photography businesses in developing innovative and sustainable business models in non-urban areas. Therefore, this study aims to comprehensively assess the business feasibility of Yaka Photo & Studio from market, technical, and financial aspects, while also providing an overview of the potential for developing digital photography businesses in non-urban areas (revisi 2).

## RESEARCH METHOD

### Research Approach

This study was conducted in Manunggal Jaya Village, Tenggara Seberang District, from September 2025 to November 2025. The research employed a descriptive approach using a mixed-method design (qualitative and quantitative). According to Click or tap here to enter text., the quantitative method is a research approach that utilizes numerical data or data in the form of numbers through measurement, calculation, and analysis. Meanwhile, the qualitative method is a study that investigates the quality of relationships, activities, situations, or various materials, providing detailed explanations through the collection of data in the form of words or actions to understand in-depth phenomena based on the experiences, perceptions, and natural contexts of the subjects studied Click or tap here to enter text.. By combining both analytical methods, this study is expected to produce a deeper understanding of strategic aspects and the financial feasibility of business investments, as well as provide a realistic overview of the internal and external conditions of the business.

### Data Collection Methods

This study combined a mixed-method design (qualitative and quantitative) with a descriptive technique. Purposive stratified sampling, which combines quantitative and qualitative sampling methods in a tiered framework, was used in mixed-method research. Samples were purposefully chosen for the qualitative phase in order to interview business owners in an organized manner and gather pertinent and in-depth data. Samples were randomly selected from the target group to fill out questionnaires during the quantitative phase. The surveys were gathered over a three-month period from a total of 120 respondents. This method allows for the integration of representative quantitative data with context-rich qualitative data to produce a thorough analysis for the company feasibility study. According to Charismana et al., (2022), the quantitative method involves the use of numerical data through measurement, calculation, and analysis, including financial assessments such as Payback Period (PP), Net Present Value (NPV), Internal Rate of Return (IRR), and Break-Even Point (BEP). The qualitative analysis was conducted through semi-structured interviews by asking questions to the photography business owner to obtain more complete data and understanding regarding the feasibility of Yaka Photo & Studio based on real business conditions and the potential development of the photography business in Tenggara Seberang. Through this approach, researchers can integrate in-depth insights from interviews with numerical analysis from financial calculations, resulting in more comprehensive research outcomes.

### Business Feasibility Assessment

Based on the interviews and observations conducted to assess the feasibility of Yaka Photo & Studio, the study employed the following analytical approaches:

a. Market Analysis (SWOT)

The SWOT method was employed to systematically evaluate the business's internal strengths and weaknesses as well as external opportunities and threats Jannah et al., (2024). This approach was chosen for its ability to provide a holistic understanding of the business's strategic position. Previous studies, including Aslam, (2023) and Romdoni et al. (2024), indicate that the SO, WO, ST, and WT strategies are relevant for the development of photography-based creative businesses, supported by analytical tools such as IFAS-EFAS matrices and the IE matrix.

b. Financial Analysis

The financial evaluation incorporated indicators such as Payback Period (PP), Net Present Value (NPV), Internal Rate of Return (IRR), and Break-Even Point (BEP) to assess investment

feasibility and business efficiency. This approach is aligned with findings from Huang et al. (2022) and Maruta (2018), which highlight the importance of these financial metrics for determining profitability and break-even performance. Ahmad et al. (2025) further emphasize the role of financial analysis in evaluating the effectiveness of capital utilization within MSMEs. These indicators were applied to determine the financial viability of investing in Yaka Photo & Studio.

Net Present Value (NPV) is a tool for calculating the difference between the present value of cash inflows and cash outflows to assess the profitability of a project.

$$NPV = \sum_{t=1}^n \frac{Rt}{(1+r)^t} - C_0$$

Source: Nugroho & Margana, (2024)

Explanation:

$Rt$  : Cash flow in year-t

$r$  : Discount rate or interest rate used

$t$  : Time Period

$n$  : Total number of time periods

$C_0$  : Initial investment made

Internal Rate of Return (IRR) is used to indicate the expected rate of return from a project and is used to assess the feasibility of an investment.

$$IRR = r_1 + \frac{NPV_1}{NPV_1 - NPV_2} \times (r_2 - r_1)$$

Source: Jalunggono et al., (2022)

Explanation:

$r_1$  : the first discount rate that produces a positive NPV.

$r_2$  : the second discount rate that produces a negative NPV.

$NPV_1$  : the NPV value at the first discount rate.

$NPV_2$  : the NPV value at the second discount rate.

Payback Period (PP) is the time required to recover the initial investment capital through cash inflows generated from the project.

$$PP = \frac{\text{Initial Investment}}{\text{Annual Net Cash Flow}}$$

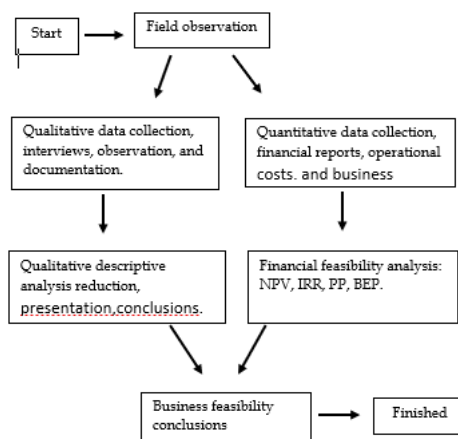
Source: Stelling et al., (2018)

Break-even point (BEP) is a decision-making tool used by management to determine the minimum sales target that must be achieved to cover all costs.

$$PP = \frac{\text{Initial Investment}}{\text{Annual Net Cash Flow}}$$

Source: Fauzi et al., (2024)

The stages of the research method used in this study can be illustrated through the following flowchart:



Source: Clark, (2019)

## RESULTS AND DISCUSSIONS

### Market Aspects

Yaka Photo & Studio is a photography service business located in Manunggal Jaya Village, Tenggaraong Seberang District, Kutai Kartanegara Regency. Established in 2023, the business aims to provide professional photography services that are easily accessible to the local community without having to travel to a major city. The services offered include graduation photos, pre-wedding photos, wedding photos, event documentation, as well as modern services such as self-photos and photo booths. With a modern studio concept and affordable prices, Yaka Studio has become a pioneer in modern photo studios in non-urban areas.

From market analysis, Yaka Studio's main target is teenagers to young adults (12-35 years old) who are active on social media, have an expressive lifestyle, and often need visual documentation for personal, event, or small business needs. Its strategic geographical position in the center of the sub-district makes the studio easily accessible to the surrounding community, such as Bangun Rejo Village, Manunggal Jaya, Embalut, and surrounding areas. The demand for photography services in this area is quite high with a low level of competition. Consumers in this segment tend to prefer creative, fast, and highly aesthetic photo concepts, making self-photo and photo box services a major attraction. The promotional strategy carried out through social media such as Instagram has proven to be effective in increasing market reach. This supports the opinion Aslam, (2023) that digital marketing is an important factor in increasing the competitiveness of photography services. Based on these market conditions, a SWOT analysis was conducted to determine the competitive position and potential development strategies for Yaka Photo & Studio. The results of the identification of internal and external factors affecting business performance can be seen in Table 1 below.

**Table 1.** SWOT Analysis

Strength (S)	Weakness (W)
<ul style="list-style-type: none"> <li>- There are no similar products in the area and the studio is located in the center of the sub-district.</li> <li>- Provides a contemporary photo concept (selfie and photo booth) which is the main attraction.</li> <li>- Possession of a photographer training certificate.</li> <li>- Privacy when taking selfies, allowing</li> </ul>	<ul style="list-style-type: none"> <li>- High initial investment capital.</li> <li>- High demand depends on specific moments.</li> <li>- Dependence on technology (cameras, printers, software) that could potentially disrupt operations in the event of problems.</li> <li>- High budget required for maintenance, servicing, and</li> </ul>

- consumers more freedom of expression.	replacement of equipment components.
- Possession of high-quality photography equipment.	- Small studio capacity, resulting in limitations.
- Affordable prices.	
Opportunity (O):	Threats (T):
- Can be a pioneer in the industry by providing an exciting experience, as there are no competitors yet.	- Changes in social trends, requiring continuous innovation in studio concepts.
- Collaborate with events and activities in the surrounding area.	- Increasingly sophisticated mobile phone technology.
- The rising trend of studio photography.	- The possibility of new competitors emerging.
- A broad market share ranging from students, families, and communities.	- The risk of damage or loss of digital data (photo results), which could reduce customer trust.
- The support of social media trends as an effective promotional tool to attract customers.	- Unstable economic conditions that could affect purchasing power.

Based on the results of the SWOT analysis, an assessment was conducted on each internal and external factor to determine the position of Yaka Photo and Studio more accurately. The results of this weighting process are presented in Tables 2 and 3 below.

**Table 2. IFAS Analysis**

Internal Factors	Significance Level	Weight	Rating	Score
<b>Strength</b>				
There are no similar products in the surrounding area, and the studio is located in the center of the subdistrict.	4	0.10	3	0.30
Providing contemporary photo concepts (selfies and photo booths) as the main attraction.	3	0.08	4	0.30
Have a photographer training certificate.	3	0.08	3	0.23
Privacy allows consumers to express themselves more freely.	3	0.08	2	0.15
Having high-quality photography equipment.	3	0.08	3	0.23
The price offered is affordable.	4	0.10	3	0.30
<b>Sub Total</b>	<b>20</b>	<b>0.50</b>		<b>1.50</b>
<b>Weakness</b>				
High initial investment capital.	3	0.10	3	0.30
Demand depends on specific occasions (graduation, Eid, carnival).	3	0.10	2	0.20
Dependence on technology (cameras, printers, software) that can disrupt operations if problems arise.	3	0.10	3	0.30
High equipment maintenance, servicing, and component replacement costs.	2	0.07	2	0.13
The small capacity of the studio, which can cause limitations.	4	0.13	3	0.40
<b>Sub total</b>	<b>15</b>	<b>0.50</b>		<b>1.33</b>
<b>Total IFAS</b>				<b>2.83</b>

**Table 3. EFAS Analysis**

External Factors	Significance level	Weight	Rating	Score
<b>Opportunity</b>				
Become a pioneer in business by providing an exciting experience, as there are no competitors in the vicinity.	3	0.10	4	0.40
Collaborate with events and activities in the surrounding area.	3	0.10	4	0.40
The rising trend of studio photography.	2	0.07	3	0.20
Overseas market share, ranging from students, families, and communities.	4	0.13	3	0.40
The existence of social media trends as a means of promotion.	3	0.10	2	0.20
<b>Sub Total</b>	<b>15</b>	<b>0.50</b>		<b>1.60</b>
<b>Threats</b>				

Changes in social trends, requiring continuous innovation.	3	0.10	3	0.30
The development of increasingly sophisticated cell phone technology.	4	0.13	4	0.53
The possibility of new competitors emerging.	3	0.10	2	0.20
The risk of damage or loss of digital data, such as photos, which can reduce customer trust.	3	0.10	3	0.30
Unstable economic conditions that can affect purchasing power.	2	0.07	2	0.13
<b>Sub Total</b>	<b>15</b>	<b>0.50</b>		<b>1.47</b>
<b>Total EFAS</b>				<b>3.70</b>

The segmentation analysis at Yaka Photo & Studio used data from 120 customers over the last three months, representing customer visit patterns and service preferences.

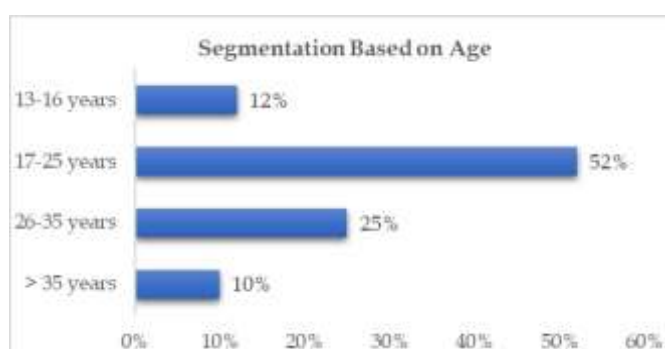


Figure 1. Segmentation Based on Age

Of the 120 customers, the 17–25 age group was the largest, totaling 62 people (52%). Meanwhile, 30 customers were aged 26–35 (25%), followed by 14 customers aged 13–16 (12%), and 12 customers over 35 (10%). These findings indicate that studio services are most appealing to younger users – particularly students and active social media users. Therefore, digital marketing and creative photo concepts tailored to youth visual trends are essential.

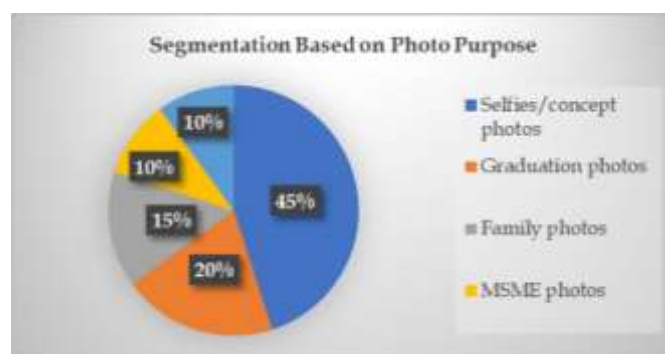


Figure 2. Segmentation Based on Photo Purpose

Out of 120 customers, the selfie/concept service was the most popular with 54 customers (45%). Graduation photos had 24 customers (20%), family photos had 18 customers (15%), while MSME and professional photos each had 12 customers (10%).

Interpretation: the high demand for concept photos confirms that the studio's main strength lies in its creative themes and decorations. The graduation and family segments provide stable demand, while the SME/professional services open up opportunities for commercial market development.

The market segment structure of Yaka Photo & Studio is dominated by young customers and concept photography services. This indicates that the studio's main market is the generation that is active on social media and enjoys creative visual content. On the other hand, the graduation, family, and SME/professional segments continue to provide growth opportunities through more varied and commercial services.

Based on a total IFAS score of 2.83 and an EFAS score of 3.07, Yaka Photo & Studio is positioned in cell V of the IE Matrix (Hold and Maintain). This position can be seen in Figure 1 below.



Figure 3. Matriks IE

Based on this position, the strategies that can be implemented by Yaka Photo & Studio include:

a. SO Strategy

By maximizing its strengths and opportunities, the studio can build a strong brand image as the first contemporary photo studio in Tenggara Seberang. This is supported by active social media promotion showcasing testimonials and photo results, as well as photographer certifications and high-quality equipment that strengthen consumer and partner trust.

b. WO Strategy

Implementing an online reservation system helps reduce waiting times and improve operational efficiency. The studio can also offer regular-day promotions such as student promos Monday to Saturday so it doesn't depend on peak days. In addition, loyalty programs like membership cards or special discounts can help attract and retain customers.

c. ST Strategy

To face threats, the studio needs to innovate by offering trending contemporary photo concepts. It should focus on service excellence, high-quality results, and modern professional equipment to boost customer satisfaction. Additionally, providing data security guarantees through a reliable backup system helps ensure photos are not lost or damaged.

d. WT Strategy

To address weaknesses and threats, the studio can offer affordable photo-print bundling packages and run attractive promotions to stay competitive. Collaborating with major events will help build trust and expand audience reach, while diversifying services such as product photography, photo booths, and photo editing adds more value and attracts a broader market.

**Technical Aspect**

From a technical point of view, the business is well-prepared to operate. Its location on the main sub-district road ensures easy access for customers, and the studio is supported by professional equipment and a functional, comfortable layout. Daily operations run smoothly due to efficient workflows and experienced staff. Stable electricity, a flexible booking system, and routine maintenance also strengthen service reliability. As noted by Surahman et al., (2023), adequate facilities and effective space design directly improve MSME performance. Thus, Yaka Photo & Studio can be considered technically feasible because it already shows solid operational readiness.

**Financial Aspects**

The financial aspect is a key component of a business feasibility study, as it evaluates a business’s ability to generate profit and recover invested capital. Syahputra et al., (2023) and Sari P., (2021) emphasize that financial analysis helps determine the required investment, operational expenses, potential net income, and the point at which the business breaks even. For Yaka Photo & Studio, the initial investment covers the purchase of photography equipment, studio materials, renovations, and rental costs. A breakdown of the fixed and variable expenses is presented in Tables 4 and 5.

**Table 4. Fixed Cost**

Description	Amount	Unit	Price	Unit	Cost		
					Days	Month	Years
Camera	1	Unit	5.000.000	4 Year	48.077	104.167	1.250.000
Lens	1	Unit	3.000.000	4 Year	2.404	62.500	750.000
Tripod	3	Unit	200.000	3 Year	214	5.556	66.667
Lighting	2	Unit	400.000	3 Year	427	11.111	133.333
Flash	1	Unit	1.300.000	6 Year	649	18.056	216.667
Background	3	Sheet	500.000	2 Year	801	20.833	250.000
Monitor	1	Unit	2.500.000	4 Year	2.003	52.083	625.000
Printer	1	Unit	6.000.000	4 Year	4.808	125.000	1.500.000
Memory	2	Piece	200.000	2 Year	321	8.333	100.000
Accessories	20	Piece	500.000	2 Year	801	20.833	250.000
Sofa	1	Unit	1.300.000	6 Year	694	18.056	216.667
Mirror	2	Piece	300.000	5 Year	192	5.000	60.000
Work Desk	1	Unit	150.000	6 Year	80	2.083	25.000
Desk and Chair	1	Unit	700.000	6 Year	374	9.722	116.667
Clothes Rack	1	Piece	120.000	3 Year	128	3.333	40.000
Lamp	5	Piece	130.000	2 Year	208	5.417	65.000
Acrylic Board	1	Unit	600.000	2 Year	962	25.000	300.000
Paper Cutter	1	Unit	125.000	5 Year	80	2.083	25.000
Wire Grid Wall	1	Unit	300.000	10 Year	96	2.500	30.000
Broom	2	Piece	100.000	1 Year	321	8.333	100.000
Mop	1	Piece	230.000	2 Year	369	9.583	115.000
Stopwatch	2	Piece	100.000	2 Year	160	4.167	50.000
Camera Box	2	Piece	230.000	6 Year	182	4.722	56.667
Fan	2	Piece	100.000	5 Year	21.154	45.833	110.000
Accessory Rack	1	Piece	340.000	5 Year	128	3.333	40.000
Employee Salaries	2	Person	3.000.000	1 Month	115.385	3.000.000	36.000.000
Building Rental			20.000.000	1 Year	64.103	1.666.667	20.000.000
Renovation			5.000.000	5 Year	3.205	83.333	1.000.000
Water			150.000	1 Month	5.769	150.000	1.800.000
Internet			200.000	1 Month	7.692	200.000	2.400.000
Editing Software			450.000	1 Month	17.308	450.000	5.400.000
<b>TOTAL</b>			<b>53.645.000</b>		<b>299.140</b>	<b>6.127.639</b>	<b>73.091.667</b>

**Table 5. Variable Cost**

Description	Amount	Unit	Price	Unit	Cost		
					Days	Month	Years
Electricity			400.000	1 Month	15.385	400.000	4.800.000

Printer ink			1.600.000	6 Month	10.256	266.667	3.200.000
Photo Paper			180.000	1 Month	6.923	180.000	2.160.000
Decoration and Props			250.000	1 Month	9.615	250.000	3.000.000
Transportation			250.000	1 Month	9.615	250.000	3.000.000
Equipment Maintenance Costs			300.000	1 Month	11.538	300.000	3.600.000
Air Freshener	3	Piece	50.000	1 Month	1.923	50.000	600.000
Bottled Water	2	Cardboard	60.000	1 Month	2.308	60.000	720.000
Candy	2	Pack	25.000	1 Month	962	25.000	300.000
Floor Cleaner	2	Piece	20.000	1 Month	769	20.000	240.000
Tissues	1	Piece	35.000	1 Month	1.346	35.000	420.000
Batteries	1	Piece	20.000	1 Month	769	20.000	240.000
<b>TOTAL</b>			<b>3.190.000</b>		<b>71.410</b>	<b>1.856.667</b>	<b>22.280.000</b>

Based on these fixed and variable cost calculations, we obtain an overview of the business income statement that illustrates the financial condition of Yaka Photo & Studio during one operational period.

**Table 6. Profit and Loss**

Sales Revenue		9.750.000
Production Cost (Service)		
Cost of Raw Material	466.667	
Operating costs	1.390.000	
Fixed Costs		
Employee Salaries	3.000.000	
Editing Software	450.000	
Building Rent	1.666.667	
Water	150.000	
Internet	200.000	
Total Costs		7.323.333
Net Profit		2.426.667

Next, to assess the financial feasibility of the business, an analysis was conducted on several financial indicators, namely Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP), and Break Even Point (BEP). The results of these calculations are presented in Table 7 below.

**Table 7. Business Feasibility Criteria**

Eligibility Criteria	Value
Net Present Value (+)	Rp. 141.464
Net Present Value (-)	Rp. -791.524
Internal Rate of Return (IRR)	10,00 %
Payback Period (PP)	2,3 Tahun
Break Even Point (%)	61%

The use of these financial indicators is in line with Satryawati et al., (2025) research findings, which show that the application of financial feasibility analysis using NPV and BEP indicators plays an important role in assessing business sustainability in the era of digital transformation.

The analysis results show a positive NPV of Rp141,464, an IRR of 10%, and a payback period of 2.3 years. The BEP value of Rp16,534,189, or 61% of sales capacity, indicates a relatively safe break-even point for the business.

From these results, it can be concluded that Yaka Photo & Studio is financially viable. The positive NPV value indicates that the business is capable of generating profits, while the relatively short payback period shows the efficiency of investment use. Thus, this business is financially viable and has the potential to grow in the future.

## CONCLUSION

The analysis results show that Yaka Photo & Studio is viable from a business perspective, based on the assumptions and limitations applied in this study, including stable consumer demand, no significant increase in operating costs, and financial projections during the selected evaluation period. In terms of the market, demand for photography services in Tenggara Seberang is high with low competition, and digital promotion through Instagram and TikTok is effective in reaching young consumers. Technically, the strategic location, adequate facilities, and experienced workforce support smooth business operations.

Financially, the business demonstrates positive feasibility indicators. The NPV value of IDR 141,464 shows financial eligibility, as it is greater than zero. The IRR of 10% exceeds the discount rate applied in the study, indicating profitability. The payback period of 2.3 years reflects a relatively fast capital recovery, while the BEP of 61% remains below the common threshold of around 70%, suggesting sufficient potential to generate profit. Overall, the results of the NPV, IRR, PP, and BEP analyses indicate that the business can provide favorable returns and recover investment within a reasonable timeframe. These findings show that Yaka Photo & Studio has strong potential to grow as a creative business in non-urban areas, especially with continued innovation and strengthened digital marketing strategies. However, this study has limitations; therefore, future research should incorporate managerial, legal, and environmental analyses to produce a more comprehensive feasibility assessment and support long-term business sustainability.

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