

ABSTRAK

Pandemi COVID-19 menyebabkan berbagai aspek mengalami keterpurukan, tidak terkecuali industri sektor pariwisata terutama perhotelan. Pada karya tulis ini, penulis menilai salah satu hotel berbintang lima di Kabupaten Sleman, Provinsi D.I. Yogyakarta yaitu Eastparc Hotel. Tujuan dari penilaian tersebut adalah mengetahui perbandingan estimasi nilai pasar Eastparc Hotel apabila terdampak dan apabila tidak terdampak pandemi COVID-19. Pendekatan penilaian yang digunakan dalam mengestimasi nilai pasar Eastparc Hotel adalah Pendekatan Pendapatan (income approach) dengan metode arus kas terdiskonto (discounted cash flow method). Indikasi nilai pasar Eastparc Hotel apabila terdampak COVID-19 adalah sebesar Rp241.997.116.000,00 (dua ratus empat puluh satu milyar sembilan ratus sembilan puluh tujuh juta seratus enam belas ribu rupiah), sedangkan indikasi nilai pasar Eastparc Hotel apabila terdampak COVID-19 adalah sebesar Rp250.279.326.000,00 (dua ratus lima puluh milyar dua ratus tujuh puluh sembilan juta tiga ratus dua puluh enam ribu rupiah). Nilai pasar Eastparc Hotel apabila terdampak COVID-19 memiliki nilai Rp8.282.210.000,00 (delapan milyar dua ratus delapan puluh dua juta dua ratus sepuluh ribu rupiah) atau sekitar 3,42% lebih sedikit dari nilai pasar Eastparc Hotel apabila tidak terdampak COVID-19 dan nilai pasar Eastparc Hotel apabila tidak terdampak COVID-19 memiliki nilai Rp8.282.210.000,0 (delapan milyar dua ratus delapan puluh dua juta dua ratus sepuluh ribu rupiah) atau 3,31% lebih besar dari nilai pasar Eastparc Hotel apabila terdampak COVID-19.

Kata Kunci : Penilaian Properti, Hotel, COVID-19, Discounted Cash Flow

ABSTRACT

The COVID-19 pandemic has caused various aspects to decline, including the tourism sector, especially the hospitality industry. In this paper, the author assesses one of the five-star hotels in Sleman Regency, D.I. Yogyakarta Province, namely Eastparc Hotel. The purpose of this assessment is to find out a comparison of the estimated market value of Eastparc Hotel if it is affected and if it is not affected by the COVID-19 pandemic. The valuation approach used in estimating the market value of Eastparc Hotel is the income approach with the discounted cash flow method. The indication of the market value of Eastparc Hotel if affected by COVID-19 is Rp241,997,116,000.00 (two hundred and forty-one billion nine hundred and ninety-seven million one hundred and sixteen thousand rupiah), while the indication of the market value of Eastparc Hotel if affected by COVID-19 is Rp250,279,326,000.00 (two hundred and fifty billion two hundred and seventy-nine million three hundred and twenty-six thousand rupiah). The market value of Eastparc Hotel if affected by COVID-19 has a value of Rp8,282,210,000.00 (eight billion two hundred and eighty-two million two hundred and ten thousand rupiah) or about 3.42% less than the market value of Eastparc Hotel if it is not affected by COVID-19 and the market value of Eastparc Hotel if it is not affected by COVID-

19 has a value of Rp8,282,210,000.00 (eight billion two hundred and eighty-two million two hundred ten thousand rupiah) or 3.31% greater than the market value of Eastparc Hotel if affected by COVID-19.

Keywords: Property Valuation, Hotel, COVID-19, Discounted Cash Flow