

ABSTRACT

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Title : Analisa Highest and Best Use pada lahan 3,8 Ha di
Kompleks Kemayoran

This research is located on Jl Rajawali Selatan Raya, Pandemangan Timur sub-district, North Jakarta, covering an area of 3.8 hectares. Judging from the development trend of North Jakarta, it tends to move towards the Pandemangan District. This is indicated by the existence of a project development plan in North Jakarta. To find out the highest and best commercial land use on Jl Rajawali Selatan Raya, the Highest and Best Use (HBU) Analysis method is the right analysis to be carried out on the land. The results of this study found that the office is the highest and best alternative to be established on the land of Jl Rajawali Selatan Raya with an NPV value (Rp 956,668,986,438) which means the project is feasible because it is greater than > 0 . With the addition of land value from the initial value of Rp 4,523,052,93/m², then land use of land productivity is 30%.

Keyword : Highest und Best Use, Property, Investasi,