

ABSTRACT

The development of industry and commerce have always been followed by warehousing and factory needs. Warehousing and factory requires a considerable land area and a strategic location adequate supporting infrastructure. On the other hand there is an area of land the village treasury has not managed properly even neglected. Constitution number 6 of 2014 about village mentions that the village has the wealth and assets of the village that can be managed and cooperated with investors to improve the welfare of the village community. The potential is owned by Ketajen Village District Gedangan of Sidoarjo Regency with land area $\pm 2,5$ Ha in a very convenient location. PT. Sarana Dwi Makmur as investors interested to manage the land of the village treasury with rent system, because it has a strong legal basis with the Cooperation of Operation (KSO) Built Operation Transfer (BOT) method. Efforts to investigate the optimum utilization of the land of the village treasury, this research using the Highest and Best Use method (HBU). The HBU method analyzing about the Legal Permissible (Law), Physical Possibility (the location of land) Financial Feasibility and Maximum Profitability. This research aims to analyze the optimum utilization of land the village treasury in in Ketajen Village District Gedangan of Sidoarjo Regency as well as to find out among home store / home offices and warehousing, where property is the most optimal land utilization of land the village treasury meant. The results of research the HBU method can be called optimal, both in terms of Legal Permissible, Physical Possibility, Financial Feasibility and Maximum Productivity are included in the category deserves all. Potential profits and quick returns on investment value of this research, can provide early information to investors in the field of property. For beginner businessman or start-up, this research could trigger or booster that this pattern of cooperation with its potential still open wide in all segments without having to pay a large capital.

Keywords : *Precision, Opportunity, Regulation, Cooperation, Creativity, Development, Profit, Sharing.*