

## **ABSTRAK**

*Republic of Herbal is a business that will be established that sells herbal products using a website. Based on data from the food and drug administration, Indonesia is a country that has more than 30,000 species of plants and marine resources. However, the fact is that only 9,600 species of plants and animals are known to have medicinal properties that have not been used optimally. Data from the Ministry of Health states that the percentage of the Indonesian population who have ever consumed herbal medicine is 59.12% in the age group above 15 years, both men and women, and 95.60% feel the benefits. The world health organization even predicts the demand for medicinal plants to reach a value of USD 5 trillion by 2050. Based on the high demand for herbs and the lack of utilization, it is necessary to design a website-based business as well as a feasibility study to see if the business is feasible to run. The feasibility study examines several aspects such as market aspects, technical aspects and financial aspects. Market Aspect which aims to find out the potential market, available market and target market. The technical aspect that aims to identify the development of a business is seen from the technical aspect of its operation. As well as the financial aspect which aims to determine the feasibility of the Republic of Herbal business.*

*Based on the feasibility study that has been done, the website at the Republic of Herbal online store has an NPV of Rp. 60,133,501, IRR 20.76% and PBP for 4.41 years so it can be said that the business is feasible to run.*

*The results of a business design based on the Republic of Herbal online store website that has been designed from the market, technical and financial aspects are expected to be taken into consideration to run a business properly and get profits that are always increasing.*

**Keywords: Website, Feasibility, NPV, IRR, PBP**