

ABSTRACT

FINANCIAL FEASIBILITY ANALYSIS OF INTHANON MELON (CASE STUDY AT THE GREENHOUSE OF AL-HIDAYAT ISLAMIC BOARDING SCHOOL GERNING PESAWARAN)

By

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Production of inthanon melon by hydroponic in the Greenhouse of Pesantren Al-Hidayat Gerning, Pesawaran consists of 3 grades, namely grade A, B, and C. Problems due to large capital requirements and fluctuation of production costs. Thus financial feasibility analysis was needed. This study aimed to analyze the financial feasibility and sensitivity of the Inthanon melon production business using a quantitative approach through field surveys. The research method was carried out through interviews, observation, documentation, and literature study. Data analysis was conducted based on the calculation of financial feasibility indicators such as Net Present Value (NPV), Internal Rate of Return (IRR), Benefit Cost Ratio (B/C Ratio), Break Even Point (BEP), Payback Period (PBP), and sensitivity analysis. The results of the analysis showed that the business was financially feasible with an NPV of IDR 257,294,556, an IRR of 21.79%, a B/C Ratio of 2.07, a production BEP of 1,295 kg, a rupiah BEP of IDR 45,308,936, and a Payback Period of 5 years, 0 months, and 22 days. Sensitivity analysis showed that the business remained feasible despite a 3% decrease in selling prices and an increase in production costs. Based on these results, Inthanon melon cultivation in the greenhouse had good prospects as a source of income and could support the economic independence of the pesantren.

Keywords: *inthanon melon, financial feasibility, greenhouse*

ABSTRAK

ANALISIS KELAYAKAN FINANSIAL MELON *INTHANON* (STUDI KASUS DI *GREENHOUSE* PONDOK PESANTREN AL-HIDAYAT GERNING PESAWARAN)

Oleh

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Produksi melon *inthanon* secara hidroponik di *Greenhouse* Pesantren Al-Hidayat Gerning, Pesawaran terdiri dari 3 *grade* yaitu *grade* A, B, dan C. Permasalahan yang terjadi yaitu pada kebutuhan modal yang besar dan fluktuasi biaya produksi sehingga diperlukan analisis kelayakan finansial. Penelitian ini bertujuan untuk menganalisis kelayakan finansial dan sensitivitas usaha produksi melon *inthanon* dengan pendekatan kuantitatif melalui survei lapangan. Metode penelitian dilakukan melalui wawancara, observasi, dokumentasi, dan studi pustaka. Analisis data dilakukan berdasarkan perhitungan indikator kelayakan finansial seperti *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Benefit Cost Ratio* (B/C Ratio), *Break Even Point* (BEP), *Payback Period* (PBP), dan analisis sensitivitas. Hasil analisis menunjukkan bahwa usaha ini layak secara finansial dengan NPV sebesar Rp 257.294.556, IRR 21,79%, B/C Ratio 2,07, BEP produksi 1.295 kg, BEP rupiah Rp 45.308.936 dan *Payback Period* selama 5 tahun 0 bulan 22 hari. Analisis sensitivitas menunjukkan usaha tetap layak dijalankan meskipun terjadi penurunan harga jual dan kenaikan biaya produksi sebesar 3%. Berdasarkan hasil yang diperoleh, budidaya melon *inthanon* di *greenhouse* ini memiliki prospek yang baik sebagai sumber pendapatan dan dapat mendukung kemandirian ekonomi pesantren.

Kata kunci: Melon *inthanon*, kelayakan finansial, *greenhouse*