

ABSTRACT

FINANCIAL AND NON-FINANCIAL FEASIBILITY ANALYSIS OF HYDROPONIC PAKCOY MUSTARD FARMING IN BEKASI CITY

By

AGNES ALLOYSIA SINAGA

This study aims to analyze the financial feasibility, analyze the sensitivity level, and analyze the non-financial feasibility of hydroponic pakcoy mustard greens Farming in Bekasi City. This research was conducted in Mustika Jaya, Pondok Gede, Medan Satria, and East Bekasi, Bekasi City, West Java Province. Data collection time was conducted in February - March 2025. The sample used was 5 respondents of hydroponic pakcoy mustard Farmers. The analysis method used is a mix method which is a mixture of qualitative and quantitative data. Quantitative data analysis includes Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit Cost Ratio (Net B/C), Gross Benefit Cost Ratio (Gross B/C), and Payback Period (PP). Qualitative analysis on non-financial analysis includes technical aspects, market and marketing aspects, socio-economic aspects, and environmental aspects. The results showed that hydroponic pakcoy mustard Farming is financially feasible. Based on the sensitivity scenario, pakcoy mustard greens Farming is still feasible despite a 44% decrease in production volume, a 43% decrease in selling price, and a 84% increase in production costs. Non-financially in terms of technical aspects, market and marketing aspects, socio-economic aspects, and environmental aspects are feasible to run.

Keywords: financial, hydroponic pakcoy mustard, non-financial

ABSTRAK

ANALISIS KELAYAKAN FINANSIAL DAN NON FINANSIAL USAHA TANI SAWI PAKCOY HIDROPONIK DI KOTA BEKASI

Oleh

AGNES ALLOYSIA SINAGA

Penelitian ini bertujuan untuk menganalisis kelayakan finansial, menganalisis tingkat sensitivitas, dan menganalisis kelayakan non finansial usaha tani sawi pakcoy hidroponik di Kota Bekasi. Penelitian ini dilaksanakan di Kecamatan Mustika Jaya, Kecamatan Pondok Gede, Kecamatan Medan Satria, dan Kecamatan Bekasi Timur, Kota Bekasi, Provinsi Jawa Barat. Waktu pengumpulan data dilakukan pada bulan Februari – Maret 2025. Sampel yang digunakan sebanyak 5 responden petani sawi pakcoy hidroponik. Metode analisis yang digunakan adalah mix method yang merupakan campuran antara data kualitatif dengan kuantitatif. Analisis data kuantitatif meliputi Net Present Value (NPV), Internal Rate of Return (IRR), Net Benefit Cost Ratio (Net B/C), Gross Benefit Cost Ratio (Gross B/C), dan Payback Period (PP). Analisis kualitatif pada analisis non finansial meliputi aspek teknis, aspek pasar dan pemasaran, aspek sosial ekonomi, serta aspek lingkungan. Hasil penelitian menunjukkan bahwa usaha tani sawi pakcoy hidroponik layak secara finansial untuk dijalankan. Berdasarkan skenario sensitivitas, usaha tani sawi pakcoy tetap layak dijalankan meskipun mengalami penurunan jumlah produksi 44%, penurunan harga jual 43%, dan kenaikan biaya produksi 84%. Secara non finansial ditinjau dari aspek teknis, aspek pasar dan pemasaran, aspek sosial ekonomi, serta aspek lingkungan layak untuk dijalankan.

Kata Kunci : finansial, non finansial, sawi pakcoy hidroponik