

RIBET KUSANDY. 2025. *Analysis of Ornamental Plant Business at Berkah Taniaga Business Purworejo Regency. Under direction by Dr. Ir. Nanik Dara Senjawati, MP.*

ABSTRACT

This research aims to: 1) assess the financial feasibility of the Berkah Taniaga ornamental plant business, and 2) assess the non-financial situation of the Berkah Taniaga ornamental plant business. The research was conducted using a quantitative approach with a case study research type. Determination of respondents using purposive sampling method, namely business owners, production workers, and sales workers. The analysis methods used were Joint Cost, Benefit Cost Ratio, Return On Investment, Profitability Index, and Profit Margin as well as descriptive analysis. The results showed that the Berkah Taniaga business was financially feasible based on the B/C Ratio value of 0.33, ROI of 30.83%, PI of 2.66%, and Profit Margin of 24.56%. Based on non-financial aspects including legal aspects, market and marketing aspects, technical/operational aspects, management and organizational aspects, social/economic aspects, environmental aspects, and human resource aspects, Berkah Taniaga's business feasibility is in the good category.

Keywords: *Farming business, ornamental plants, financial viability, non-financial viability*

RIBET KUSANDY. 2025. Analisis Usaha Tanaman Hias Pada Usaha Berkah Taniaga Kabupaten Purworejo. Di bawah arahan Dr. Ir. Nanik Dara Senjawati, MP.

ABSTRAK

Penelitian ini bertujuan untuk: 1) mengkaji kelayakan finansial usaha tanaman hias Berkah Taniaga, dan 2) mengkaji keadaan non finansial usaha tanaman hias Berkah Taniaga. Penelitian dilakukan menggunakan pendekatan kuantitatif dengan jenis penelitian studi kasus. Penentuan responden menggunakan metode *purposive sampling* yaitu pemilik usaha, tenaga kerja produksi, dan tenaga kerja penjualan. Metode analisis yang digunakan adalah *Joint Cost*, *Benefit Cost Ratio*, *Return On Investment*, *Profitability Index*, dan *Profit Margin* serta analisis deskriptif. Hasil penelitian menunjukkan bahwa usaha Berkah Taniaga layak secara finansial berdasarkan nilai *B/C Ratio* sebesar 0,33, ROI sebesar 30,83%, PI sebesar 2,66, dan *Profit Margin* sebesar 24,56%. Berdasarkan aspek non finansial meliputi aspek hukum, aspek pasar dan pemasaran, aspek teknis/operasi, aspek manajemen dan organisasi, aspek sosial/ekonomi, aspek lingkungan, dan aspek sumber daya manusia, kelayakan usaha Berkah Taniaga dalam kategori baik.

Kata kunci: Usaha tani, tanaman hias, kelayakan finansial, kelayakan non finansial