

ERWIN ANAS ANGGORO PHALOSA.2026. *Financial Feasibility Analysis of the Fruit Seedling Nursery Business at CV. Telaga Nursery, Prambanan, Klaten.* Supervised by Wulandari Dwi Etika Rini

ABSTRACT

This study aims to: (1) analyze the financial feasibility of the fruit seedling nursery business at CV. Telaga Nursery located in Tlogo Village, Prambanan District, Klaten Regency; and (2) analyze the sensitivity of changes in production input costs on the financial feasibility of the fruit seedling nursery business at CV. Telaga Nursery. The research employed a descriptive method with a quantitative approach and used a case study design. Respondents were determined using purposive sampling techniques. The data used in this study consisted of primary and secondary data. Data were collected through interviews, observations, and documentation. The financial feasibility analysis was conducted using Payback Period (PP), Net Present Value (NPV), Internal Rate of Return (IRR), and sensitivity analysis. The results of the study indicate that the fruit seedling nursery business at CV. Telaga Nursery is financially feasible to be continued. This is evidenced by a Payback Period of 2 years, 8 months, and 26 days, a Net Present Value (NPV) of IDR 126,203,959, and an Internal Rate of Return (IRR) of 34.11%, which exceeds the discount rate of 12%. Furthermore, the sensitivity analysis shows that the business remains financially feasible despite an 8% increase in production input costs.

Keywords: *financial feasibility, sensitivity analysis, fruit seedling nursery.*

ERWIN ANAS ANGGORO PHALOSA.2026. Analisis Kelayakan Finansial Usaha Pembibitan Tanaman Buah Pada CV. Telaga Nursery Prambanan Kabupaten Klaten. Dibawah arahan Wulandari Dwi Etika Rini

ABSTRAK

Penelitian ini bertujuan untuk: 1) Menganalisis kelayakan finansial usaha pembibitan tanaman buah pada CV. Telaga Nursery di Desa Tlogo, Kecamatan Prambanan, Kabupaten Klaten; dan 2) Menganalisis sensitivitas perubahan biaya bahan produksi bibit tanaman buah terhadap kelayakan finansial usaha pembibitan tanaman buah di CV. Telaga Nursery di Desa Tlogo Kecamatan Prambanan Kabupaten Klaten. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kuantitatif dan jenis penelitian studi kasus. Penentuan responden dilakukan menggunakan teknik *purposive sampling*. Sumber data meliputi data primer dan data sekunder. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data menggunakan *Payback Period* (PP), *Net Present Value* (NPV), *Internal Rate of Return* (IRR), dan analisis sensitivitas. Hasil penelitian menunjukkan bahwa usaha pembibitan tanaman buah pada CV. Telaga Nursery layak secara finansial untuk dilanjutkan. Hal ini ditunjukkan oleh nilai *Payback Period* selama 2 tahun 8 bulan 26 hari, *Net Present Value* (NPV) sebesar Rp126.203.959, serta *Internal Rate of Return* (IRR) sebesar 34,11% yang lebih tinggi dari tingkat diskonto 12%. Analisis sensitivitas menunjukkan bahwa usaha tetap layak dijalankan meskipun terjadi kenaikan biaya bahan produksi bibit tanaman buah sebesar 8%.

Kata kunci: kelayakan finansial, analisis sensitivitas, pembibitan tanaman buah