

ANALISIS KELAYAKAN FINANSIAL BUDIDAYA SELADA DENGAN HIDROPONIK SEDERHANA SKALA RUMAH TANGGA

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Abstract	Lettuce is one of the most popular leaf vegetables that has a high economic value. Lettuce can be the potential leaf vegetables to be cultivated hydroponically and can be used as a source of additional income for the family. Therefore, the feasibility study of hydroponic lettuce cultivation of the household scale is needed. This study aims to know the feasibility of hydroponic lettuce cultivation of household scale by using Net Present Value (NPV), the value of Payback Periode (PP), and the B/C ratio. This research was conducted in Grendeng village, North Purwokerto sub-district, Banyumas district from September until December 2019. The results showed that the NPV was Rp. 24,130,112.00; the value of the B/C ratio was 3.51; and PP value was 2 months 28 days, so it can be concluded that the business is feasible to be implemented.
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