

Analisis Usaha Pembibitan Tanaman Hias Bunga Kertas “Efrida” di Kelurahan Lubuk Minturun Sungai Lareh, Kec. Koto Tengah, Kota Padang

ABSTRAK

Penelitian dengan judul ”Analisa Usaha Pembibitan Tanaman Hias Bunga Kertas ”Efrida” di Kelurahan Lubuk minturun Sungai Lareh Kec, Koto Tengah, Kota Padang” telah dilaksanakan selama tiga bulan sejak tanggal 9 Juli 2014 hingga 30 Agustus 2014. Tujuan penelitian ini Adalah menggambarkan kegiatan usaha pembibitan dan mengetahui tingkat kelayakan usaha pembibitan bunga kertas pada Usaha Efrida dengan menggunakan metode studi kasus. Kegiatan usaha pembibitan diteliti mulai dari penyediaan tanaman induk bunga kertas, stek tanaman induk, penyambungan ranting calon bibit bunga, perawatan hingga pemasaran bibit buga kertas. Sedangkan kelayakan usaha efrida dianalisis menggunakan perhitungan R/C. Hasil penelitian menunjukkan usaha pembibitan bunga kertas ”Efrida” sangat menguntungkan, karena $R/C = 1.79$.

Kata kunci :Usaha Efrida, Pembibitan Bunga Kertas, Analisa Usaha.



**ANALYSIS OF BOUGENVILLE FLOWERS “Efrida”
SEEDLING IN LUBUK MINTURUN VILLAGE, SUNGAI
LAREH, KOTO TANGAH DISTRICT,
PADANG CITY**

ABSTRACT

The study entitled analysis of bougenville flowers “Efrida” seedling in Lubuk Minturun village, Sungai Lreh, Koto Tangah district, Padang city. This research was conducted in three months since July 9th, 2014 to August 30th, 2014. The purpose of this research was to describe the activities of seedling and determine the feasibility of bougenville seedling business by using the case study method. Seedling business activities were from the preparation of Bougenville plant, stek the plant, grafting the seeds candidate, nursery until marketing activities of bougenville seed. The feasibility of “Efrida” business is analyzed by using R/C. The results showed that “Efrida” business is very Profitable, because the R/C = 1,79.

Keyword : Enterprises Efrida, Bougenville flower nursery, Business Analisis

