

**ANALISIS USAHA SAYURAN HIDROPONIK PADA LM
HIDROPONIK KELURAHAN LIMAU MANIS, KECAMATAN
PAUH, KOTA PADANG**

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**FAKULTAS PERTANIAN
UNIVERSITAS ANDALAS
PADANG
2026**

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Abstrak

Penelitian ini bertujuan mendeskripsikan usaha LM Hidroponik melalui pendekatan *Business Model Canvas* (BMC) serta menganalisis keuntungan, nilai R/C, dan titik impas usaha sayuran di Kelurahan Limau Manis, Kecamatan Pauh, Kota Padang. Metode yang digunakan adalah deskriptif dengan studi kasus. Data diperoleh melalui observasi, wawancara, serta data primer dan sekunder. Analisis dilakukan secara kualitatif menggunakan BMC dan kuantitatif melalui perhitungan biaya, penerimaan, keuntungan, R/C, serta Break Even Point. Hasil penelitian menunjukkan LM Hidroponik merupakan usaha mikro yang membudidayakan kangkung, pakcoy, dan selada berbasis greenhouse. Segmen pasar terdiri atas rumah tangga dan vendor, dengan nilai utama produk segar, higienis, dan bebas pestisida. Kendala usaha meliputi keterbatasan tenaga kerja, ketidakseimbangan produksi dan permintaan, serta pencatatan keuangan belum sistematis. Penerimaan sebesar Rp7.029.500, laba bersih Rp5.398.362, nilai R/C 4,3, dan usaha berada di atas titik impas.

Kata Kunci: Analisis usaha, *Business Model Canvas*, Hidroponik, Keuntungan, Titik impas



BUSINESS ANALYSIS OF HYDROPONIC VEGETABLE FARMING AT LM HIDROPONIK, LIMAU MANIS SUBDISTRICT, PAUH DISTRICT, PADANG CITY.

Abstract

This study aimed to describe LM Hidroponik business using the Business Model Canvas (BMC) approach and to analyze profit, R/C ratio, and break-even point of the vegetable farming business in Limau Manis Village, Pauh District, Padang City. The method used was descriptive with a case study approach. Data were obtained through observation, interviews, and primary and secondary sources. The analysis was conducted qualitatively using BMC and quantitatively through calculations of costs, revenue, profit, R/C ratio, and Break Even Point. The results showed that LM Hidroponik is a micro-scale business cultivating water spinach, pakcoy, and lettuce using a greenhouse-based production system. The market segments consist of households and vendors, with fresh, hygienic, and pesticide-free vegetables as the main value proposition. Business constraints include limited labor, imbalance between production and demand, and unsystematic financial records. Revenue reached Rp7,029,500, net profit Rp5,398,362, R/C ratio 4.3, and the business operated above the break-even point.

Keywords: *Business Analysis, Business Model Canvas, Hydroponics, Profit, Break-even point*

