

**ANALISIS USAHA PEMBIBITAN CABAI KUHAY PADA
USAHA AGRI KUHAY MANDIRI DI KABUPATEN PADANG
PARIAMAN**

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ABSTRAK

Usaha pembibitan cabai memiliki peran penting dalam mendukung ketersediaan bibit bermutu untuk pengembangan komoditas hortikultura. Keberlanjutan usaha pembibitan memerlukan pengelolaan yang baik serta analisis terhadap aspek operasional, pemasaran, keuangan. Penelitian ini bertujuan untuk mendeskripsikan usaha pembibitan cabai pada Usaha Agri Kuhay Mandiri di Kabupaten Padang Pariaman berdasarkan aspek operasional, pemasaran, dan keuangan, serta menganalisis keuntungan dan titik impas usaha. Penelitian menggunakan metode deskriptif dengan pendekatan kuantitatif dan kualitatif melalui studi kasus. Data diperoleh dari wawancara langsung dengan pemilik usaha dan tenaga kerja, observasi, serta dokumentasi, kemudian dianalisis secara deskriptif, analisis laba-rugi dengan pendekatan *variable costing*, analisis titik impas (*break even point*), dan analisis *Revenue Cost Ratio* (R/C). Hasil penelitian menunjukkan bahwa Usaha Agri Kuhay Mandiri telah memiliki kegiatan operasional dan pemasaran yang berjalan dengan baik, namun pencatatan keuangan belum dilakukan secara terstruktur. Selama periode penelitian 30 April-29 Mei 2026, usaha memperoleh keuntungan sebesar Rp 14.821.348 dengan nilai R/C sebesar 1,33. Hasil analisis titik impas menunjukkan bahwa titik impas kuantitas sebesar 236.889 bibit dan titik impas penjualan sebesar Rp 23.482.265. Nilai penjualan aktual sebesar Rp 59.432.800 dan jumlah bibit yang terjual sebanyak 185.929 bibit telah melebihi titik impas, sehingga usaha berada pada kondisi menguntungkan dan layak untuk dijalankan. Oleh karena itu, usaha disarankan untuk meningkatkan sistem pencatatan keuangan lebih rinci dan terstruktur, mempertahankan strategi pemasaran yang telah diterapkan, serta menambah tenaga kerja pada kegiatan penyemaian untuk memenuhi peningkatan permintaan bibit.

Kata Kunci: Analisis usaha, cabai kuhay, keuntungan, titik impas

Analysis of the Kuhay Chili Seedling Business at Agri Kuhay Mandiri Enterprise, Padang Pariaman Regency

ABSTRACT

The chili seedling business plays an important role in supporting the availability of high-quality seedlings for the development of horticultural commodities. The sustainability of a seedling enterprise requires effective management as well as analysis of its operational, marketing, and financial aspects. This study aims to describe the chili seedling business of Agri Kuhay Mandiri in Padang Pariaman Regency based on its operational, marketing, and financial aspects, and to analyze its profitability and break-even point. This research employed a descriptive method with both quantitative and qualitative approaches through a case study. Data were collected through direct interviews with the business owner and workers, observations, and documentation. The data were then analyzed descriptively using profit analysis based on the variable costing approach, break-even point (BEP) analysis, and Revenue-Cost Ratio (R/C) analysis. The results showed that Agri Kuhay Mandiri had well-established operational and marketing activities; however, its financial records had not yet been maintained in a structured manner. During the research period from April 30 to May 29, 2026, the business generated a profit of IDR 14,821,348 with an R/C ratio of 1.33. The break-even point analysis indicated a break-even quantity of 236,889 seedlings and a break-even sales value of IDR 23,482,265. Actual sales amounted to IDR 59,432,800, while the number of seedlings sold reached 185,929 units, exceeding the break-even threshold. Therefore, the business was considered profitable and financially feasible to operate. Accordingly, it is recommended that the enterprise improve its financial recording system by adopting more detailed and structured bookkeeping practices, maintain its current marketing strategies, and increase labor allocation for seedling propagation activities to meet the growing demand for seedlings.

Keywords: Business analysis, kuhay chili, profit, break even point.