

## ***ABSTRACT***

### ***FINANCIAL FEASIBILITY OF HYDROPONIC LETTAGE CULTIVATION BUSINESS***

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Lettuce is one of the horticultural commodity, that has not been logged in the national vegetable commodity production, both on the priority scale and the main vegetable commodity, however, lettuce has the potential to be developed in Indonesia because it has quite high economic prospects. The purpose of this research is to describe hydroponic lettuce cultivation techniques in *Rengganis Hydrofarm*. Take inventory and calculate how much the investment costs as well as operational costs incurred and analyze the feasibility of the hydroponic lettuce cultivation business in the Company *Rengganis Hydrofarm*. This research was conducted in *Rengganis Hydrofarm* which is located on Jl. Sumelap Perum Sukaweuning Tamansari District, Tasikmalaya City. *Rengganis Hydrofarm* is a lettuce production business unit. The selection of research sites was chosen deliberately based on considerations for conducting research and identifying problems in the *Rengganis Hydrofarm*. The results showed that the cultivation of hydroponic lettuce in *Rengganis Hydrofarm* used planting techniques without soil media. This technique basically only uses water as a medium for plant growth. The Hydroponic System uses Nutrient Film Technique (NFT), so it is suitable for use in areas that have a water supply. The investment costs required for the cultivation of *Rengganis Hydrofarm* hydroponic lettuce is Rp.68.648.000 and operational Rp.13.710.000. The *Rengganis Hydrofarm* hydroponic lettuce cultivation business is said to be feasible with the NPV value criteria Rp. 14,811,975, Net B/C 1.22, IRR value of 13%. All Investment Fees are refundable based on Payback periods for 3 years and 6 months.

Keywords: Financial feasibility, lettuce cultivation, *Rengganis Hydrofarm*