

(FEASIBILITY ANALYSIS OF CUTTING FLOWERS INDUSTRY
IN KALIURANG, YOGYAKARTA)

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ABSTRACT

In Yogyakarta, there is an increasing cutting flowers demand. That is served by 15 cutting flowers shops located in Kotabaru. The shops are supplied by Bandungan cutting flowers market in Ambarawa, Central Java. Its long distance and long marketing chain results in relatively high price of the flowers. This research analyze the feasibility of cutting flowers industry in Kaliurang, Yogyakarta.

Using Analysis of Hierarchy Process method, this study come up with two saleable flowers namely gladiol (*Gladiolus gandavensis*) and sedap malam (*Polygonatum tuberosum*) to be planted in the industry. Technical aspect analysis results in the selected location of the industry in Hargobinangun and plantation production schedule. Financial aspect analysis using *Pay Back Period*, *Net Present Value*, *Internal Rate of Return*, and *Benefit Cost Ratio* brings about feasible figures of the industry.

Other finding of the research shows that cutting flowers industry in Kaliurang, Yogyakarta needs plantation area of 2250 m² for gladiol and 800 m² for sedap malam. Financial analysis results in several indicators as following: *Pay Back Period* is 2 year and 8 month, *Net Present Value* is Rp 29,542,726.63, *Internal Rate of Return* is 33%, and *Benefit Cost Ratio* is 1.50.

Key Words : Cutting Flowers Industry, Gladiol, Sedap Malam

PENDAHULUAN

Kebutuhan akan bunga potong di Yogyakarta selama ini selalu meningkat. Bunga potong ini dijual oleh 15 toko bunga potong yang ada di Kotabaru. Menurut Rismunandar (1992), lima syarat tanaman bunga yang dapat menghasilkan bunga potong bernilai ekonomis yaitu bunga dapat bertahan lama setelah dipotong, bunga tidak mudah rusak, bunga dihasilkan oleh tanaman yang mudah berbunga sepanjang musim, tangkai cukup panjang dan kuat, warnanya indah, bersih, dan tidak bernoda. Menurut Soekartawi (1996), ciri khusus bunga potong yaitu produknya bersifat musiman, diperlukan dalam kondisi segar, tidak dapat disimpan dalam waktu relatif lama, bulky (voiumenya besar tetapi nilainya kecil), diusahakan pada lokasi khusus, dan memerlukan biaya yang relatif tinggi.

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