ABSTRACT

DYAH HAMASA HIJRAH. **2025**. *Break-Even Analysis of Hydroponic Melon Farming (Case Study at Green Organic Farm, Sukamaju Village, Baregbeg District, Ciamis Regency)*. *Under the guidance of* **Agus Yuniawan Isyanto** *and* **Saepul Aziz**.

The agricultural sector, particularly horticulture, plays a significant role in the Indonesian economy. Melon commodities have great potential, but conventional cultivation is often hampered by limited land and climate change, making hydroponic systems a more efficient alternative and capable of improving production quality. The hydroponic melon farming business at Green Organic Farm is small-to-medium scale with a land area of 0.056 hectares, planting around 600 plants, and an average production of 900 kg per planting season. This study aims to analyze fixed costs, variable costs, revenue, income, and the break-even point (Break Even Point) in hydroponic melon farming at Green Organic Farm, Sukamaju Village, Baregbeg District, Ciamis Regency. The research method used is descriptive qualitative with a case study approach on the business owner. Data were obtained through interviews, direct observation, and documents from related agencies. The results show that the total production cost is Rp15.537.737, revenue is Rp31.500.000, and net income is Rp15.962.263 per planting season. The production break-even point was reached at 49 kg, the price break-even point at Rp17.264/kg, and the revenue break-even point at Rp1.715.000. Based on these results, the hydroponic melon farming business is declared above the break-even point, making it feasible and profitable to develop. It is recommended that farmers improve cost efficiency, expand marketing, and maintain production quality for business sustainability.

Keywords*: Agricultural Analysis, Break Even Point, Hydroponic Melon, Income, Production Cost*