

ABSTRACT

ANALYSIS OF ADDED VALUE AND EFFICIENCY OF UTILIZATION OF BANANA CHIPS INDUSTRY BY PRODUCTS (Case Study of PD Bintang Buah)

By

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The banana chip industry is an essential part of the downstream processing of banana commodities, where success is evaluated not only by the main product but also by the management of its by-products. This study aimed to identify the types and volumes of by-products, as well as to analyze the economic value and added value of various utilization alternatives. The methods used in this research included a literature review, the Hayami Method, Revenue-Cost Ratio (R/C Ratio), and Break-Even Point (BEP) for economic analysis. A case study was conducted on the banana chip industry at PD Bintang Buah, which processed 186 kg of raw materials, leaving by-products consisting of 14% banana bunches and 7.5% banana peels. The analysis results revealed three alternative derivative products: (1) liquid soap from the natural alkali of banana bunches; (2) banana peel extract lotion; and (3) organic banana peel vinegar. Based on the economic and added value comparison, product (1) liquid soap from the natural alkali of banana bunches with an R/C ratio of 1.90, an added value of 78.97%, a price BEP of IDR 639,985, and a unit BEP at the 19th sale; and product (2) organic banana peel vinegar with an R/C ratio of 1.83, an added value of 81.31%, a price BEP of IDR 189,673, and a unit BEP at the 6th sale, were selected as the most feasible alternatives and were recommended for development.

Keywords : Value Added, Banana Chips Industry, BEP, By-Products, Hayami Method, R/C Ratio.

ABSTRAK

ANALISIS NILAI TAMBAH DAN KEEKONOMIAN DARI PEMANFAATAN HASIL SAMPING INDUSTRI KERIPIK PISANG (Studi Kasus PD Bintang Buah)

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Industri keripik pisang merupakan bagian penting dari hilirisasi komoditas pisang yang keberhasilannya tidak hanya dinilai dari produk utama melainkan juga dari pengelolaan hasil sampingnya. Penelitian bertujuan untuk mengidentifikasi jenis dan volume hasil samping, serta menganalisis nilai keekonomian dan nilai tambah dari berbagai alternatif pemanfaatannya. Metode yang digunakan dalam penelitian adalah dengan studi literatur, Metode Hayami, *Revenue-Cost Ratio* (R/C Ratio), dan *Break Even Point* (BEP) untuk analisis ekonomi. Studi Kasus dilakukan pada Industri keripik pisang di PD Bintang Buah yang mengolah 186 kg bahan baku yang menyisakan hasil samping berupa 14% tandan pisang dan 7,5% kulit pisang. Hasil analisis menunjukkan tiga alternatif produk turunan: (1) sabun cair dari alkali alami tandan pisang; (2) *lotion* ekstrak kulit pisang; serta (3) cuka organik kulit pisang. Berdasarkan perbandingan keekonomian dan nilai tambah, produk (1) sabun cair alkali alami tandan pisang dengan rasio R/C 1,90, nilai tambah 78,97%, nilai BEP harga sebesar Rp639.985 dan BEP unit pada penjualan ke-19; dan (2) cuka organik kulit pisang dengan rasio R/C 1,83, nilai tambah 81,31%, nilai BEP harga sebesar Rp189.673 dan BEP unit pada penjualan ke-6, terpilih sebagai alternatif yang paling layak dan direkomendasikan untuk dikembangkan.

Kata Kunci: BEP, Hasil Samping, Industri Keripik Pisang, Metode Hayami, Nilai Tambah, R/C Rasio.