

ABSTRACT

PERFORMANCE ANALYSIS OF UMKM SARI RASA AGROINDUSTRY IN RAJABASA DISTRICT, SOUTH LAMPUNG REGENCY

By

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This research aims to analyze raw material procurement, business performance and profit, as well as marketing and consumer satisfaction at UMKM Sari Rasa Agroindustry in Rajabasa District, South Lampung Regency. The research employed a case study method using qualitative and quantitative descriptive approaches. Data were collected through observation, interviews, and questionnaires administered to the owner, workers, and 50 consumers of banana chips and fermented glutinous rice products. The results show that the procurement of banana and glutinous rice raw materials has been well implemented, as their availability meets business needs, the quality of raw materials satisfies the required standards to maintain product quality, and purchase prices are determined through mutual agreement, thereby supporting production cost efficiency. Labor productivity for banana chips was 0.83 kg/labor-hour, while that for fermented glutinous rice was 3.17 kg/labor-hour. The production cost of banana chips was Rp3,309.58 for each package, while that of fermented glutinous rice was Rp394.21 for each package. Meanwhile, the cost of goods sold was Rp3,422.44 for each package of banana chips and Rp416.47 for each package of fermented glutinous rice. The agroindustry earned profits of Rp134,092.32 and Rp398,547.61 in one production cycle of banana chips and fermented glutinous rice, respectively, with actual production exceeding the break-even point. In terms of marketing, products are distributed through direct sales, retailers, and WhatsApp social media. Consumer satisfaction with banana chips and fermented glutinous rice is categorized as satisfied. Strengthening cost recording, improving labor productivity and production capacity, enhancing packaging, adding flavor variants, and expanding marketing through marketplaces and social media are needed to support the development of Sari Rasa Agroindustry.

Keywords: *Agroindustry, Performance, Banana chips, Fermented glutinous rice.*

ABSTRAK

ANALISIS KERAGAAN AGROINDUSTRI UMKM SARI RASA DI KECAMATAN RAJABASA KABUPATEN LAMPUNG SELATAN

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Penelitian ini bertujuan untuk menganalisis pengadaan bahan baku, kinerja dan keuntungan, serta pemasaran dan kepuasan konsumen pada Agroindustri UMKM Sari Rasa di Kecamatan Rajabasa, Kabupaten Lampung Selatan. Metode penelitian yang digunakan adalah studi kasus dengan pendekatan deskriptif kualitatif dan deskriptif kuantitatif. Data diperoleh melalui observasi, wawancara, dan kuesioner kepada pemilik, tenaga kerja, serta 50 konsumen produk keripik pisang dan tape ketan. Hasil penelitian menunjukkan bahwa pengadaan bahan baku pisang dan beras ketan telah berjalan baik karena ketersediaannya sesuai dengan kebutuhan usaha, kualitas bahan baku memenuhi standar sehingga mampu menjaga mutu produk, serta harga pembelian ditetapkan melalui kesepakatan yang mendukung efisiensi biaya produksi. Produktivitas tenaga kerja pada produk keripik pisang sebesar 0,83 kg/jam manusia, sedangkan tape ketan sebesar 3,17 kg/jam manusia. Harga pokok produksi keripik pisang sebesar Rp3.309,58 per bungkus dan tape ketan sebesar Rp394,21 per bungkus, sedangkan harga pokok penjualan masing-masing sebesar Rp3.422,44 dan Rp416,47 per bungkus. Agroindustri memperoleh keuntungan sebesar Rp134.092,32 per produksi untuk keripik pisang dan Rp398.547,61 per produksi untuk tape ketan, dengan produksi aktual yang telah melampaui titik impas. Pada aspek pemasaran, produk dipasarkan melalui penjualan langsung, pengecer, dan promosi melalui media sosial WhatsApp. Tingkat kepuasan konsumen terhadap produk keripik pisang dan tape ketan berada pada kategori puas. Penguatan pencatatan biaya, peningkatan produktivitas tenaga kerja dan kapasitas produksi, perbaikan kemasan, penambahan varian rasa, serta perluasan pemasaran melalui marketplace dan media sosial diperlukan untuk mendukung pengembangan usaha Agroindustri Sari Rasa.

Kata kunci: Agroindustri, Keragaan, Keripik pisang, Tape ketan.