

ABSTRACT

**QUALITY EVALUATION AND BUSINESS ANALYSIS OF SOYBEAN
MILK (*Glicine max L. Merr*) PLASTIC PACKAGING
IN BANDAR LAMPUNG**

By

Nur prayuga

The purpose of this study was to determine the diversity of quality of soy milk plastic packages sold in Bandar Lampung and business analysis of production of soy milk plastic package. Data of quality of soy milk plastic packages were collected from 8 vendors and 6 producers which determined using purposive sampling method. Data of quality were tested with analysis of variance and Duncan multiple range test, while business analysis were discussed descriptively. The results showed that the quality of soy milk plastic packages were significantly different shown by protein contents ranged from 0,78 – 2,58% w/w; pH 6,32 – 6,78; total solid 10,10 – 15,98% w/w, and total microbia 5,07 – 5,70 log CFU/ml; colors ranging from yellowish white – brownish white; overall quality acceptance ranged from neutral –like; taste ranged from less sweet – sweet, and flavor were not different of slightly unpleasant. Overall business analysis result of soy milk plastic package producer which is NPV = Rp 40.079.472,73; B/C = 1,38; IRR =

485,72%; $P_b = 0,21$; BEP of fix cost = 711,74; and Production of BEP = 114, showed that all producers are profitable and proper to be developed ($NPV > 0$, B/C ratio > 1 , IRR $>$ discount factor 11.00%, payback period $<$ the economic period (4 years), fix cost $>$ BEP of fix cost, and total production $>$ production of BEP).

Keywords : quality evaluation, analysis business, soybean milk

ABSTRAK

EVALUASI MUTU DAN ANALISIS POTENSI USAHA SUSU KEDELAI (*Glicine max L. Merr*) KEMASAN PLASTIK DI BANDAR LAMPUNG

Oleh

Nur Prayuga

Tujuan dari penelitian ini adalah untuk mengetahui keragaman mutu susu kedelai kemasan plastik yang dijual di Bandar Lampung dan analisis potensi usaha produksi susu kedelai tersebut. Pengamatan dilakukan terhadap 8 sampel yang dijual dan terhadap 6 produsen yang ditentukan menggunakan metode *purposive sampling*. Hasil pengamatan sampel diuji dengan sidik ragam dan uji lanjut *Duncan*, sedangkan analisis kelayakan usaha produsen susu kedelai disajikan secara deskriptif. Hasil penelitian menunjukkan bahwa mutu susu kedelai kemasan plastik di Bandar Lampung ternyata beragam yang ditunjukkan oleh kadar protein berkisar 0,78-2,58 % bb; pH 6,32-6,78; total padatan 10,10-15,98 % bb; dan total mikroba 5,07-5,70 log koloni/ml; warna antara putih kekuningan-putih kecoklatan; penerimaan keseluruhan antara netral-suka; rasa antara sedikit sekali rasa manis-manis; dan aroma tidak berbeda nyata yaitu sedikit langu. Secara keseluruhan analisis hasil usaha produsen susu kedelai kemasan plastik

adalah NPV = Rp 40.079.472,73; B/C = 1,38; IRR = 485,72%; Pb = 0,21; BEP biaya pokok = 711,74; dan Produksi BEP = 114 yang menunjukkan bahwa usaha pembuatan susu kedelai dari setiap produsen menguntungkan dan layak untuk diusahakan (NPV > 0, B/C ratio > 1, IRR > *discount factor* (11,00%), *payback period* < umur ekonomis 4 tahun), harga pokok penjualan > BEP harga pokok, dan total produksi > BEP produksi).

Kata kunci: evaluasi mutu, analisis usaha, susu kedelai