

ABSTRACT

BUSINESS PERFORMANCE AND DEVELOPMENTAL STRATEGY OF SMALL AGROINDUSTRY OF POWDER COFFEE IN BANDAR LAMPUNG

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The aimed of this research was to analyze performance, value added, and developmental strategy of small scale of powder coffee agroindustry in Bandar Lampung.

Location was chosen purposively. 9 respondents were taken by census method. Data was collected on February 2012 up to April 2012. Analysis used 1) Performance analysis by using lost/profit report, productivity, capacity, and quality, 2) value added analysis with Hayami method, and 3) Developmental strategy of agroindustry with SWOT.

Research result showed : (1) business performance of small scale of powder coffee agroindustry in Bandar Lampung was good, with average value R/C ratio, BEP, productivity, capacity, and quality belong were good category, (2) value added from coffee seed processing was powder coffee in average agroindustry as many Rp. 9,967.89 per kilogram of coffee seed basic commodity or as many 33.42 percents, and (3) developmental strategy of small scale of powder coffee agroindustry in Bandar Lampung was to produce the high quality product so it can compete with other powder coffee agroindustry, used experience of employee to face the competitor of powder coffee agroindustry, optimize employee performance so powder coffee that produced can compete with other.

Keyword : powder coffee, performance, value added , developmental strategy.

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