ABSTRACT

ELECTION ANALYSIS PROCESSED CASSAVA BASED PRODUCTS STAPLE FOOD CATEGORY USING METHOD OF ANALYTICAL HIERARCHY PROCESS (AHP) FOR SMALL SCALE INDUSTRY IN LAMPUNG PROVINCE

By

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The consumption of cassava in Lampung Province as the staple food is relatively low, it is only 10.2 kg/capita/year, compared to the rice of paddy that is 116 kg/capita/year. One of alternative ways that can increase the consumption of cassava is needed by small scale industry to make processed cassava based products. This research has been conducted to determine the processed cassava based products staple food category that is recommended to be developed in any kind of small scale industry in Lampung Province by using Analytical Hierarchy Process (AHP) method. This research used descriptive method and AHP structured method by doing decision taking to determine the alternative products based on the criteria which influence in building small scale industry.

Result of the research showed that ratings on influenced criterias in choosing staple food processed cassava based product to be used as product in small scale industry in Lampung Province was the prospect of product market with the highest score (0.282), then main material stock (0.189), technology application
(0.159), human resources (0.137), institutional supports (0.123), environmentally (0.063), and invest potential (0.047). Ratings on alternative processed cassava based product staple food category that was recommended to built small scale industry in Lampung Province was tiwul rice instant with the highest score (0.294), then analog rice extrusion (0.273), oyek rice instant (0.270) and gaplek (0.163).

Key words : cassava, alternative of small scale industry, AHP method