

ABSTRAK

ANALISIS NILAI TAMBAH DAN KELAYAKAN FINANSIAL AGROINDUSTRI KERIPIK TEMPE DI KOTA METRO

Oleh

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Penelitian ini bertujuan untuk : (1) menganalisa berapa besar nilai tambah usaha agroindustri keripik tempe skala rumah tangga di Kota Metro (2) menganalisa kelayakan finansial usaha agroindustri keripik tempe skala rumah tangga di Kota Metro (3) menganalisis kelayakan agroindustri keripik tempe di Kota Metro apakah sensitif terhadap perubahan perubahan harga produk, perubahan jumlah produksi dan peningkatan biaya produksi.

Penelitian dilaksanakan di Kota Metro. Penentuan lokasi penelitian dilakukan secara sengaja (*purposive*). Responden penelitian adalah 14 responden rumah tangga agroindustri keripik tempe di Kota Metro. Metode yang digunakan untuk penentuan responden yang dijadikan sampel penelitian adalah *proporsional simple random sampling*. Pengumpulan data penelitian dilakukan pada bulan Agustus - September 2017. Metode analisis data yang digunakan untuk menganalisis nilai tambah menggunakan metode Hayami, kelayakan finansial dan sensitivitas agroindustri keripik tempe di Kota Metro.

Hasil penelitian menunjukkan bahwa : (1) agroindustri keripik tempe di Kota Metro menghasilkan nilai konversi sebesar 1,53 dengan nilai tambah Rp 35.316,- per kilogram. (2) Secara finansial agroindustri keripik tempe di Kota Metro layak dijalankan dengan nilai NPV Rp761.086.742, IRR 33,70%, *Net B/C* 3,90, *Gross B/C* 1,45 dan *Pp* 3,06 dan (3) Peningkatan harga bahan baku, biaya produksi serta penurunan harga produk dan jumlah produksi tidak mempengaruhi kondisi usaha agroindustri keripik tempe di Kota Metro. Dengan adanya fluktuasi harga bahan baku dan harga input, usaha agroindustri keripik tempe di Kota Metro tetap layak dijalankan dan menguntungkan meskipun margin dan lama pengembalian biaya investasi semakin kecil dan bertambah lama. Nilai NPV, IRR, *Net B/C*, dan *Gross B/C* sensitive terhadap perubahan harga produk dan perubahan jumlah produksi.

Keywords: nilai tambah, kelayakan finansial, sensitivitas, keripik tempe

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ABSTRACT

ANALYSIS OF THE ADDED VALUE AND FINANCIAL VIABILITY TEMPE CHIPS AGRO INDUSTRY IN METRO CITY

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This research aims to : (1) analyze how big value added tempe chips agro-industry on the household scale in Metro City (2) analyze financial viability tempe chips agro-industry on the household scale in Metro City (3) how sensitive the feasibility tempe chips agro industry in Metro City is to the changes the price of the product, changes the amount of production and increased production costs.

The study was conducted in Metro City. The determination of the location of the research was done deliberately (purposive). Research respondents are 14 respondents household of tempe chips agro industry in the Metro City. The method used for the determination of respondents who made the research sample is proportional to the simple random sampling. Data Collection research done in August - September 2017. Data analysis methods used to analyze added value using the Hayami method, financial viability and sensitivity of tempe chips agro industry in Metro City.

The results of the study showed that : (1) tempe chips agroindustry in Metro City produce conversion value as big as 1.53, with added value Rp 35.316,- per kilogram. (2) financially tempe chips agro-industry in Metro City worthy run with the value of NPV Rp761.086.742, IRR 33,70%, Net B/C 3.90 hkd, Gross B/C 1.45 and Pp 3,06, , and (3) The increase in the price of raw materials, production cost and product price decline and the amount of production does not affect the condition of the business tempe chips agroindustry in Metro City. With the fluctuations in the price of raw materials and input prices, tempe chips agroindustry business in Metro City remains viable and profitable although margins and long return of investment cost smaller and increases. The value of NPV, IRR, Net B/C, and Gross B/C sensitive to changes in product prices and changes in the number of production.

Keywords: added value, financial viability, sensitivity crackers, tempe

Noted :

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