

ABSTRAK

POTENSI EKONOMI, PENERIMAAN MASYARAKAT, DAN PREFERENSI KONSUMEN PADA PRODUK BERBASIS KAKAO (SABUN DAN SELAI) DI DESA DURIAN KABUPATEN PESAWARAN PROVINSI LAMPUNG

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Penelitian ini bertujuan untuk mengetahui potensi ekonomi produk sabun dan selai berbahan baku kakao, mengetahui teknologi sederhana pengolahan produk yang diminati oleh masyarakat Desa Durian, serta untuk mengetahui preferensi kesukaan konsumen terhadap produk. Percobaan dilakukan di Universitas Lampung, di Desa Durian, di Pulau Pahawang dan sekitarnya pada bulan Oktober 2017 – Februari 2018 menggunakan metode eksperimental laboratorium, survey, demo produksi dan wawancara. Untuk mengetahui potensi ekonomi digunakan Metode Hayami, untuk mengetahui penerimaan masyarakat terhadap teknologi produksi digunakan Metode Perbandingan Eksponensial serta untuk mengetahui preferensi konsumen digunakan Metode Deskriptif Kuantitatif. Hasil penelitian menunjukkan potensi ekonomi yang dihasilkan dari produk sabun sebesar Rp. 2.989,-/pcs atau Rp. 199,26/g dengan rasio nilai tambah 54,5 %, dan selai sebesar Rp. 3.385,-/pcs atau Rp. 22,56/g dengan rasio nilai tambah 62,29%. Teknologi produksi yang diminati masyarakat Desa Durian yaitu produk selai dengan total skor 110,3 (Prioritas 1), dan produk sabun dengan total skor 82,15 (Prioritas 2). Preferensi kesukaan konsumen terhadap penerimaan keseluruhan produk sabun dengan nilai 3,65 (agak suka), dan pada produk selai adalah dengan nilai 4 (suka).

Kata Kunci : Potensi ekonomi, penerimaan teknologi, preferensi konsumen.

ABSTRACT

ECONOMICAL POTENCY, LOCAL AND CONSUMER PREFERENCES ON THE PRODUCTS BASED CACAO : SOAP AND JAM IN DURIAN VILLAGE OF PESAWARAN REGENCY LAMPUNG PROVINCE

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The study was conducted to determine the potential economy of cacao products such as soap and jam, to determine the technology of cacao product which mostly like by the local people of Durian Village, to determine consumer preferences on the those cacao product. The study was done in the University of Lampung, Durian Village, and touris of Pahawang Island from October 2017 - February 2018 by using laboratory experiment, survey, demonstration of product and questioner. Hayami Method was used determine the economy potencial of the products, while exponencial comparation was used to determine acceptability of the local poeple for production technology. Quantitative Descriptive method was used to determine consumer preference. The result indicated that economical potency of soap as much IDR 2,989/ pcs or IDR 199.26 / g with the rasio added value of 54.5 %, for the jam IDR 3,385/ pcs or IDR 22.56/ g with rasio of added value of 62.29 %. The preference of local people durian village for techology of cacao products procesing was jam product with total score of 110.3, used as first priority, second was soap production with total score 82.15 as second priority. The preference of consumer to the all soap product was 3.65 which indicated like to rather like and for the jam was 4 which indicated to mostly like.

Keywords: Economical potency, technology acceptance, consumers preference.