

ABSTRACT

PERFORMANCE ANALYSIS OF WET-NOODLE AGROINDUSTRY IN BANDAR LAMPUNG CITY AND CONSUMER BEHAVIOR IN THE PERSPECTIVE OF FOOD DIVERSIFICATION

By

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The purpose of this research are to analyze the procurement process of raw materials on six precision (on time, right place, right quality, right quantity, right type, and the right price), processing activities to earn income and create added value of products, distribution channels in product marketing activities the roles of supporting services, and consumer behavior of wheat flour and wet noodle. This research uses case study method at Multi Sari 99 Agroindustry in Panjang District, Bandar Lampung City. Respondents in this research were wet noodle producer, 3 wet noodle consumers, 15 chicken noodle sellers, and 45 processed food of wet noodle consumers. Data of this research were collected in January 2018 – April 2018 and analyzed descriptively using quantitative and qualitative analyze. The result of this research showed that the six components of raw materials procurement process of Multi Sari 99 Agroindustry had been done precisely. The income earned by Multi Sari 99 Agroindustry was Rp2,009,349.54/100 kg wheat flour. Mi Basah Multi Sari 99 Agroindustry was considered viable it had positive added value and profitable as R/C ratio value was more than one. There were two channels in marketing activities of wet noodle product. Supporting services utilized were the agroindustry had given positive impacts toward agroindustry activities. Neither of wheat flour consumers nor wet noodles consumers didn't know and didn't understand about food diversification program. Consumers would still consume wet noodles despite knowing that the raw materials were imported.

Key words : agroindustry, consumer, performance, wet noodle

ABSTRAK

ANALISIS KERAGAAN AGROINDUSTRI MI BASAH DI KOTA BANDAR LAMPUNG DAN PERILAKU KONSUMEN DALAM PERSPEKTIF DIVERSIFIKASI PANGAN

Oleh

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Tujuan dari penelitian ini adalah untuk menganalisis proses pengadaan bahan baku yang sesuai dengan enam tepat (tepat waktu, tepat tempat, tepat kualitas, tepat kuantitas, tepat jenis, dan tepat harga), kegiatan pengolahan untuk menghasilkan pendapatan dan nilai tambah produk, saluran distribusi dalam kegiatan pemasaran produk, peran jasa layanan pendukung, serta perilaku konsumen tepung terigu dan mi basah. Penelitian ini menggunakan metode studi kasus pada Agroindustri Multi Sari 99 di Kecamatan Panjang, Kota Bandar Lampung. Responden dalam penelitian ini adalah produsen mi basah, 3 orang konsumen mi basah, 15 orang pedagang mi ayam, dan 45 orang konsumen makanan olahan mi basah. Data penelitian ini dikumpulkan pada Januari 2018 - April 2018 dan dianalisis dengan analisis deskriptif kuantitatif dan kualitatif. Hasil penelitian menunjukkan bahwa ke enam komponen pengadaan bahan baku di Agroindustri Multi Sari 99 sudah tepat. Pendapatan Agroindustri Multi Sari 99 adalah Rp2.009.349,54/100 kg tepung terigu. Agroindustri Mi Basah Multi Sari 99 layak dijalankan karena memiliki nilai tambah yang positif dan menguntungkan karena nilai R/C rasio lebih dari satu. Terdapat dua saluran dalam kegiatan pemasaran produk mi basah. Jasa layanan pendukung yang dimanfaatkan oleh agroindustri memberikan dampak positif bagi kegiatan agroindustri. Konsumen tepung terigu dan mi basah belum mengetahui dan paham terhadap program diversifikasi pangan. Konsumen akan tetap mengkonsumsi mi basah meskipun sudah mengetahui bahwa bahan bakunya adalah impor.

Kata kunci : agroindustri, mi basah, keragaan, konsumen