

ABSTRACT

DESCRIBE THE NEED FOR RAW MATERIALS, CAPITAL REQUIREMENTS, LABOR MARKETING SYSTEM TAHU AND TEMPE IN DISTRICT WAY HALIM BANDAR LAMPUNG

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One small business is the potential developed industry of making tofu and tempeh. If it is run serious business will definitely benefit as consumers tofu and tempeh are very broad, covering all social strata. Tofu and tempeh are not only consumed by the lower and middle classes, but also top class. It has seen the entry of products and tofu in the supermarket. Additionally, tofu and tempeh including nutritious side dishes and low cholesterol.

Formulation of the problem in this research is: "How are tofu and tempeh in facing challenges in the form of raw materials, capital requirements, labor requirements, and marketing systems in Sub Way Halim?"

The purpose of this study is to describe the need for raw materials, capital requirements, labor marketing system and tahu and tempe in District Way Halim Bandar Lampung.

This type of research is a qualitative research used to explain the data in the form of oral and written so that researchers can understand more deeply about the phenomena or social setting events associated with focusing problems to be studied. Data were collected by interview. Data were then analyzed qualitatively, with the stages of reduction, display and verification of data. Informen in this study were craftsmen and tofu in District Way Halim riteria are entered into as many as 5 people.

Based on the research and discussion that is tailored to the research focus of the obtained findings showed that the raw materials used are imported soybeans to obtain raw materials tahu and tempe no trouble Efforts made by craftsmen and tofu when raw materials were expensive is the way reduce the size and tofu with the same selling price. Capital employed tofu and tempeh are using their own capital and loans. Efforts are made is by borrowing capital from people nearby. Labor required tahu and tempe are 2-4 people, efforts made tofu and tempeh to get labor is to employ local people, so that labor can be met to make the process of production. Marketing systems tofu and tempeh is by opening his own stall in the market from morning until noon. Efforts are being made to artisans who do not have a stall is to entrust the goods craftsmen with kongsinasi systems craftsman with the payment after the goods are sold.

Keywords: Tahu, Tempe, face the challenge