

ABSTRACT

ANALYSIS OF CASSAVA CHIPS AGROINDUSTRY SYSTEM IN GANJAR ASRI VILLAGEWEST METRO SUBDISTRICT METRO DISTRICT

By

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This research aims were to: analyze the procurement of raw six materials, profits, marketing channels, and the role of cassava chip agroindustry support services in Ganjar Asri Village. This study used census methods on five agroindustry cassava chips in Ganjar Asri Village West Metro Subdistrict Metro District. The determination of the location was done deliberately with the consideration that Ganjar Asri Village was an agroindustry center of cassava chips that were actively producing and have the potential to be developed. The respondents study were the owners of five agroindustry. The results showed that: the components of raw material procurement carried out by the five agroindustry cassava chips there are two components that were in accordance with expectations, namely quantity and type, while the other five components have not been in accordance with expectations, namely time, place, quality, and price. The highest profit in Matahari Agroindustry amounted to Rp 1,412,017.80 in one production. All agroindustrials have benefit, so they were worthy of effort and development. Cassava chip agroindustry marketing channels consist of three marketing channels, two channels involving intermediary agencies in channeling their products to consumers. Support services that have helped the process of cassava chip agroindustry activities were financial institutions, transportation facilities, and communication information technology. These services provide a positive role for the smooth activities of each agroindustry.

Key words: advantage, cassava chips, agroindustry.

ABSTRAK

ANALISIS SISTEM AGROINDUSTRI KERIPIK SINGKONG DIKELURAHAN GANJARASRIKECAMATANMETRO BARAT KOTA METRO

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Penelitian ini bertujuan untuk: menganalisis pengadaan bahan baku, keuntungan, saluran pemasaran, dan peran jasa layanan pendukung agroindustri keripik singkong di Kelurahan Ganjar Asri. Penelitian ini menggunakan metode sensus pada lima agroindustri keripik singkong di Kelurahan Ganjar Asri Kecamatan Metro Barat Kota Metro. Penentuan lokasi dilakukan secara sengaja dengan pertimbangan bahwa Kelurahan Ganjar Asri merupakan sentra agroindustri keripik singkong yang aktif memproduksi dan memiliki potensi untuk dikembangkan. Responden penelitian adalah pemilik agroindustri yang berjumlah lima orang. Hasil penelitian menunjukkan bahwa: komponen pengadaan bahan baku yang dilakukan kelima agroindustri keripik singkong terdapat dua komponen sudah sesuai dengan harapan yaitu kuantitas dan jenis, sedangkan empat komponen lainnya belum sesuai dengan harapan yaitu waktu, tempat, kualitas, dan harga. Keuntungan paling tinggi pada Agroindustri Matahari sebesar Rp 1.412.017,80 dalam satu kali produksi. Kelima agroindustri memperoleh keuntungan, sehingga layak untuk diusahakan dan dikembangkan. Saluran pemasaran agroindustri keripik singkong terdiri dari tiga saluran pemasaran, dua saluran melibatkan lembaga perantara dalam menyalurkan produknya kepada konsumen. Jasa layanan pendukung yang telah membantu proses kegiatan agroindustri keripik singkong adalah lembaga keuangan, sarana transportasi, dan teknologi informasi komunikasi. Jasa layanan tersebut memberikan peran yang positif bagi kelancaran kegiatan masing-masing agroindustri.

Kata kunci :keuntungan, keripik singkong, agroindustri.