

ABSTRACT

PERFORMANCE ANALYSIS OF SHAMIYA FROZEN FRIED BANANA AGROINDUSTRY

By

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This study aims to analyze (1) supply chain flow patterns, inventory management, and inventory valuation (2) the number of sales to be achieved, profits, and added value of the product, and (3) the implementation of the marketing mix. This study uses a case study method on the Shamiya frozen fried banana agroindustry located in Kedaton District, Bandar Lampung City. The location of the research was determined purposively with the consideration that the agroindustry was the first frozen fried banana producer in Bandar Lampung City. Respondents in this study were owners and employees of agroindustry and 30 consumers of Shamiya frozen fried bananas. Data collection was carried out in December 2021-February 2022. The data analysis methods used were supply chain pattern analysis, inventory management analysis using the EOQ method, inventory valuation analysis using the FIFO method, break even point analysis (BEP), profit analysis, value added analysis, and analysis of the marketing mix based on the perspective of the owner of the agroindustry and the perspective of the consumer and the analysis of the cost of production. The results showed that (1) there were three kinds of supply chain flows in the Shamiya frozen fried banana agroindustry, namely product flow, financial flow, and information flow which were classified as smooth. Procurement of raw materials is not optimal because with the EOQ model, 86.16 percent can still be saved. The final inventory value of kepok bananas is 89.51 percent and tanduk bananas is 10.49 percent. (2) the sales of Shamiya's frozen fried banana agroindustry are now above the BEP calculation. The profit of all frozen fried banana products is IDR 279,213,266.94 per month. The added value of this agroindustry is positive so that the agroindustry is profitable. (3) the marketing activities have implemented the marketing mix and the selling price determined by the agroindustry is good, because it is above the results of the HPP calculation, and the agroindustry has implemented the components of marketing mix well based on the consumers' assessment criteria.

Keywords : agroindustry, performance, frozen fried banana

ABSTRAK

ANALISIS KERAGAAN AGROINDUSTRI PISANG GORENG BEKU SHAMIYA

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Penelitian ini bertujuan untuk menganalisis (1) pola alir rantai pasok, manajemen persediaan, dan penilaian persediaan (2) jumlah penjualan yang harus dicapai, keuntungan, dan nilai tambah produk, dan (3) penerapan bauran pemasaran. Penelitian ini menggunakan metode studi kasus pada agroindustri pisang goreng beku Shamiya yang terletak di Kecamatan Kedaton Kota Bandar Lampung. Penentuan lokasi penelitian dilakukan secara sengaja (*purposive*) dengan pertimbangan bahwa agroindustri tersebut merupakan produsen pisang goreng beku pertama di Kota Bandar Lampung. Responden dalam penelitian ini adalah pemilik dan karyawan agroindustri serta 30 konsumen pisang goreng beku Shamiya. Pengumpulan data dilaksanakan pada Bulan Desember 2021-Februari 2022. Metode analisis data yang digunakan adalah analisis pola alir rantai pasok, analisis manajemen persediaan dengan metode EOQ, analisis penilaian persediaan dengan metode FIFO, analisis titik impas (BEP), analisis keuntungan, analisis nilai tambah, dan analisis bauran pemasaran berdasarkan perspektif pemilik agroindustri dan perspektif konsumen serta analisis harga pokok produksi. Hasil penelitian menunjukkan bahwa (1) terdapat tiga macam aliran rantai pasok pada agroindustri pisang goreng beku Shamiya yaitu aliran produk, aliran finansial, dan aliran informasi yang tergolong lancar. Pengadaan bahan baku belum optimal karena dengan model EOQ masih dapat dihemat sebesar 86,16 persen. Nilai persediaan akhir pisang kepok sebesar 89,51 persen dan pisang tanduk sebesar 10,49 persen. (2) jumlah penjualan agroindustri pisang goreng beku Shamiya saat ini sudah berada di atas perhitungan BEP. Keuntungan seluruh produk pisang goreng beku sebesar Rp 279.213.266,94 per bulan. Nilai tambah pada agroindustri ini positif sehingga usaha agroindustri menguntungkan. (3) kegiatan pemasaran sudah menerapkan *marketing mix* dan penetapan harga jual yang dilakukan agroindustri sudah baik, karena sudah di atas hasil perhitungan HPP, serta agroindustri telah menerapkan komponen bauran pemasaran dengan baik berdasarkan kriteria penilaian konsumen.

Kata kunci : agroindustri, keragaan, pisang goreng beku