

ABSTRACT

THE PERFORMANCE ANALYSIS OF KERUPUK FIRDAUS PRATAMA AGROINDUSTRY IN PEKALONGAN DISTRICT, LAMPUNG TIMUR

By

Anggit Saskia Rienjani

This research aims to analyze the raw material procurement, the agroindustry performance, the marketing mix and distribution channels in product marketing activities, and the role of support institutions. The research location was determined purposively at Kerupuk Firdaus Pratama (KFP) Agroindustry, Kali Bening Village, Pekalongan District, East Lampung Regency. The research used a case study method. The data was collected from October to November 2020. The data analysis used in this research was qualitative and quantitative descriptive analysis, the first objective used the six-right method, the second objective used an analysis of productivity, profit, cost of production, and cost of goods sold in the KFP Agroindustry, the third objective used descriptive qualitative analysis to analyze the application of the marketing mix, and the fourth objective uses descriptive qualitative analysis to determine the role of supporting institutions in the KFP Agroindustry. The results showed that the process of procuring raw materials in production activities at KFP Agroindustry was following the elements of procurement of raw materials, so there were no problems in the process of procuring raw materials. The performance of the KFP Agroindustry was good based on production productivity, labor productivity, cost of production, and the cost of selling chips was higher than the selling price of chips set by the agroindustry. The marketing mix for the KFP Agroindustry is quite good in terms of four aspects, namely product, price, place, and promotion. The role of supporting institutions consisting of banks, transportation facilities, government policies, and markets has been well utilized.

Keywords: agroindustry, chips, institutional, marketing mix, performance

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