

ABSTRACT

ANALYSIS OF BUSINESS PERFORMANCE OF BANANA CHIPS AGROINDUSTRIES IN TANJUNG RAJA DISTRICT LAMPUNG UTARA REGENCY

By

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This research aims to analyze the procurement of raw materials, processes, profits and the marketing of banana chips in Tanjung Raja District, North Lampung Regency. The research method used is a case study the location of the research is chosen purposively. Research data collection was obtained by means of observation and interviews using a questionnaire which was carried out from May to June 2022. The research data is analyzed by descriptive qualitative analysis (processing analysis and marketing mix analysis) and quantitative descriptive analysis (EOQ, FIFO and profit analysis). The results showed that the optimal amount of banana inventory based on the EOQ method at Siti, Farida and Giyarti Agroindustry were 63.56 kg; 50.67 kg; and 44.33 kg with an order frequency of 84,95 and 95 times. The ending inventory value of bananas based on the FIFO method of Agroindustry Siti, Farida and Giyarti in 2021 was Rp8,853,000.00, Rp2,298,000.00 and Rp2,940,000.00. Siti, Farida and Giyarti agroindustry processing, consisted of stripping, slicing, frying, draining, cooling, giving flavored powder and packaging. The marketing mix at the three agroindustries applied product, price, place, promotion, human resources, process and physical evidence. The profits of Siti, Farida and Giyarti Agroindustry per production were Rp8,942,657.75; Rp2,958,631.94 and Rp1,842,164.58 in which selling price were Rp12,000 at Siti Agroindustry and Rp10,000 at Farida and Giyarti Agroindustry per 200 grams.

Key words : EOQ, FIFO, marketing mix, processing and profit

ABSTRAK

ANALISIS KINERJA USAHA DAN KEUNTUNGAN AGROINDUSTRI KERIPIK PISANG DI KECAMATAN TANJUNG RAJA KABUPATEN LAMPUNG UTARA

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Penelitian ini bertujuan untuk menganalisis pengadaan bahan baku, pengolahan dan keuntungan serta pemasaran keripik pisang di Kecamatan Tanjung Raja Kabupaten Lampung Utara. Metode penelitian yang digunakan adalah studi kasus dengan penentuan lokasi penelitian secara sengaja (purposive) di tiga agroindustri keripik pisang. Data diperoleh dengan cara observasi dan wawancara menggunakan kuesioner yang dilaksanakan pada Bulan Mei hingga Juni 2022. Data dianalisis secara deskriptif kualitatif (analisis pengolahan dan analisis bauran pemasaran) dan analisis deskriptif kuantitatif (EOQ, FIFO dan analisis keuntungan). Hasil penelitian menunjukkan bahwa jumlah persediaan pisang yang optimal berdasarkan metode EOQ pada Agroindustri Siti, Farida dan Giyarti adalah 63,56 kg; 50,67 kg dan 44,33 kg dengan frekuensi pemesanan 84,95 dan 95 kali. Nilai persediaan akhir pisang berdasarkan metode FIFO pada Agroindustri Siti, Farida dan Giyarti tahun 2021 adalah Rp8.853.000,00; Rp2.298.000,00 dan Rp2.940.000,00. Pengolahan Agroindustri Siti, Farida dan Giyarti yaitu pengupasan, pengirisan, penggorengan, penirisian, pendinginan, pemberian bubuk rasa dan pengemasan. Ketiga agroindustri menerapkan produk, harga, tempat, promosi, sumber daya manusia, proses dan bukti fisik. Keuntungan Agroindustri Siti, Farida dan Giyarti per produksi adalah Rp8.942.657,75; Rp2.958.631,94 dan Rp1.842.164,58 dengan harga jual produk di Agroindustri Siti Rp12.000 dan di Agroindustri Farida dan Giyarti Rp10.000 per 200 gram.

Kata kunci : bauran pemasaran, EOQ, FIFO, keuntungan, pengolahan