

## **ABSTRACT**

### **THE PERFORMANCE ANALYSIS OF COFFEE POWDER CAP IPEK AGROINDUSTRY IN BANDAR LAMPUNG CITY**

**By**

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This research aims to analyze procurement process of raw materials which is based on six right components, income, profit and added value of agroindustry; distribution channel; and risk management of ISO 31000: 2009. The research location was determined purposively at coffee powder Cap Ipek in Bandar Lampung city. This research uses a case study method at coffee powder agroindustry in Bandar Lampung city. The field research was conducted in August 2020 until September 2020 and data analysis method used in this research are qualitative and quantitative descriptive analysis. The first objective used descriptive qualitative analysis to analyze the six-right method, the second objective used an analysis of income, profit and added value of agroindustry, coffee powder Cap Ipek in Bandar Lampung city, the third objective used descriptive qualitative analysis to analyze the application of the marketing chains or distribution channel, and the fourth objective uses descriptive qualitative analysis to distribution channel and the fourth objective used descriptive qualitative analysis to analyze management risk of ISO 31000 which is based on process risk, people risk, and incidental risk. The results show that all components of the procurement of raw materials have fulfilled. The income, profit and added value of agroindustry is considered good because the value shows profit and gives added value positively. The marketing chains or distribution channel consist of three channels. Agroindustry has applied management risk of ISO 31000 which is based on process risk, people risk, and incidental risk.

Key words: agroindustry, coffee powder, management risk, performance

## ***ABSTRAK***

### **ANALISIS KERAGAAN AGROINDUSTRI KOPI BUBUK CAP IPEK DI KOTA BANDAR LAMPUNG**

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Penelitian ini bertujuan untuk menganalisis pengadaan bahan baku berdasarkan komponen enam tepat, pendapatan, keuntungan dan nilai tambah, saluran distribusi; dan manajemen risiko ISO 31000: 2009. Lokasi penelitian ini menggunakan metode studi kasus pada Agroindustri Kopi Bubuk Cap Ipek di Kota Bandar Lampung. Lokasi ditentukan secara *purposive*. Data penelitian ini dikumpulkan pada Agustus hingga September 2020 dan metode analisis data yang digunakan pada penelitian ini yaitu analisis deskriptif kualitatif untuk menganalisis penggunaan metode enam tepat, analisis pendapatan, keuntungan dan nilai tambah di Agroindustri Kopi Bubuk Cap Ipek, analisis saluran distribusi atau rantai pemasaran, dan analisis deskriptif kualitatif untuk mengetahui manajemen risiko ISO:31000 berdasarkan risiko proses, risiko sumberdaya manusia, dan risiko insidental. Hasil penelitian ini menunjukkan bahwa pengadaan bahan baku telah memenuhi semua komponen enam tepat. Pendapatan dan keuntungan agroindustri sudah baik karena menunjukkan untung serta nilai tambah memberikan nilai yang positif. Saluran distribusi atau rantai pemasaran terdiri dari 3 jenis. Agroindustri telah menerapkan manajemen risiko ISO 31000: 2009 berdasarkan risiko proses, risiko sumberdaya manusia, dan risiko insidental.

Kata kunci: agroindustri, keragaan, kopi bubuk, manajemen risiko.