

ABSTRACT

THE COST OF PRODUCTION, ADDED VALUE, AND DEVELOPMENT PROSPECTS OF MARNING AGROINDUSTRY IN GEDONG TATAAN SUBDISTRICT PESAWARAN REGENCY

By

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The research aimed to (1) count the cost of production, (2) count the proportion of the added value, (3) identification of agroindustry development prospects marning if cultivated more. This research was conducted in Karang Anyar village Gedong Tataan Subdistrict Pesawaran Regency, research location determined by purposive. This research used census method in determined the sample, methods of data analysis using variable costing method, a full costing method, the method hayami, and identification of internal factors and external factors. Respondents totalled 27 marning home industry. The results showed that the production cost of marning agroindustry with variable costing method was Rp9,634.76 and the method of full costing was Rp9,809.55. The cost of production was amount of costs that used in produced perkilogram of marning. The added value by the marning agroindustry was Rp3,715.88 per kilogram. Percentage of labor remuneration to the added value was 53.15 percent and the percentage of owners marning agroindustry profits was 46.85 percent of the added value. Marning agroindustry has good prospects when views from the identification of the availability of abundant raw materials, enough labor availability, supply of marning which always available, little of competitors, region of product marketing which sufficient extensive, good support of community, and government's support which adequate.

Keywords : added value, agroindustry, development prospects, marning, the cost of production.