

ABSTRACT

PROCUREMENT RAW MATERIALS, COST PRODUCTION, PROFIT, AND MARKETING PALM SUGAR IN PALM SUGAR AGROINDUSTRY IN WAY LIMA DISTRICT PESAWARAN REGENCY

By

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This study aims to determine the procurement of raw materials, cost of production, profits, and marketing channels for palm sugar in the palm sugar agroindustry in Way Lima District, Pesawaran Regency. This research uses a case study method on palm sugar agroindustry in Way Lima District, Pesawaran Regency. Respondents in this study were palm sugar agroindustry owners, wholesalers, and retailers in Way Lima District, Pesawaran Regency. Analysis of the data used is the analysis of profits and marketing channels. The results showed that the procurement of raw materials for palm sugar water in the palm sugar agro-industry in Way Lima District with the criteria for the right type, quality, and place was in the very good category, while the criteria for time, price, and quantity were in the pretty good category. The cost of production of palm sugar in the palm sugar agroindustry in Way Lima District with the variable costing method is Rp14.117,78 per kg and the full costing method is Rp14.504,82 per kg. The amount of profit received by the palm sugar agroindustry in Way Lima District is Rp1.236.416,03 per production. Palm sugar marketing in Way Lima District has two marketing channels. The first marketing channel for palm sugar consists of the palm sugar agroindustry, retailers and final consumers. The second marketing channel for palm sugar starts from the palm sugar agroindustry, wholesalers, retailers, and end consumers.

Keywords: cost production, palm sugar, profits, raw materials

ABSTRAK

PENGADAAN BAHAN BAKU, HARGA POKOK PRODUKSI, KEUNTUNGAN, DAN PEMASARAN GULA AREN PADA AGROINDUSTRI GULA AREN DI KECAMATAN WAY LIMA KABUPATEN PESAWARAN

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Penelitian ini bertujuan untuk mengetahui pengadaan bahan baku, harga pokok produksi, keuntungan, dan saluran pemasaran gula aren pada agroindustri gula aren di Kecamatan Way Lima Kabupaten Pesawaran. Penelitian ini menggunakan metode studi kasus pada agroindustri gula aren di Kecamatan Way Lima Kabupaten Pesawaran. Responden pada penelitian ini adalah pemilik agroindustri gula aren, pedagang besar, dan pedagang pengecer di Kecamatan Way Lima Kabupaten Pesawaran. Analisis data yang digunakan yaitu analisis keuntungan dan saluran pemasaran. Hasil penelitian menunjukkan bahwa pengadaan bahan baku air nira aren pada agroindustri gula aren di Kecamatan Way Lima dengan kriteria tepat jenis, kualitas, dan tempat termasuk kategori sangat baik, sedangkan kriteria tepat waktu, harga, dan kuantitas termasuk kategori cukup baik. Harga pokok produksi gula aren pada agroindustri gula aren di Kecamatan Way Lima dengan metode *variable costing* sebesar Rp14.117,78 per kg dan metode *full costing* sebesar Rp14.504,82 per kg. Besarnya keuntungan yang diterima agroindustri gula aren di Kecamatan Way Lima sebesar Rp1.236.416,03 per produksi. Pemasaran gula aren di Kecamatan Way Lima memiliki dua saluran pemasaran. Saluran pemasaran pertama gula aren terdiri agroindustri gula aren, pedagang pengecer, dan konsumen akhir. Saluran pemasaran kedua gula aren mulai dari agroindustri gula aren, pedagang besar, pedagang pengecer, dan konsumen akhir.

Kata kunci : bahan baku, gula aren, harga pokok produksi, keuntungan