

ABSTRACT

PRODUCTION PERFORMANCE, VALUE ADDED, AND DEVELOPMENT STRATEGY OF 'EMPING MELINJO' AGROINDUSTRY IN BANDAR LAMPUNG CITY

By

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The purpose of this research are to analyze the production performance, employment opportunity, value-added, and development strategies of 'emping melinjo' agroindustry in Bandar Lampung City. Primary and secondary data were collected. The methods of data analysis used in this research were descriptive qualitative and quantitative analysis. The results showed that (1) 'Emping melinjo' agroindustry in Bandar Lampung city is profitable. Productivity of emping melinjo agroindustry in Rajabasa and Sukamaju Villages is considered good with a capacity of 86 percent and 84 percent. Employment opportunity of emping melinjo agroindustry was 62.92 person-days (HOK) in Rajabasa and 42.49 HOK in Sukamaju. (2) Agroindustry of 'emping melinjo' in Rajabasa village provides value-added of Rp 6,838.69/kg of melinjo (45.95 percent), and in Sukamaju Rp 8.238,75/ kg of melinjo (48,63 percent). (3) Development Strategy of Emping Melinjo in Bandar Lampung city are the followings: (a) improving the quality of the products to fulfill increasing demand, (b) determining a trademark of the product in order to expand the market network, (c) utilizing the product quality to deal with competitors among other processing industries, and (d) expanding the market network.

Keywords: 'emping melinjo', production performance, value-added, development strategy.