

ABSTRACT

ANALYSIS OF THE PALM SUGAR CRYSTAL AGROINDUSTRY SYSTEM AT CV ARENTA IN MUNJUL SUBDISTRICT, PANDEGLANG REGENCY

By

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This study aims to analyze the agroindustry system of palm sugar crystal at CV Arenta in Munjul Subdistrict, Pandeglang Regency. The analysis covers the subsystem of raw material procurement, processing, marketing, and supporting services. The research employs a case study method with a descriptive quantitative and qualitative approach. Primary data were obtained through interviews and observations with the business owner and production workers as the main respondents, while secondary data were collected from literature and related institutions. The results show that the procurement of palm sugar blocks as raw materials has met most of the six-right criteria, although challenges remain in terms of price and quality. The multifactor productivity analysis indicates a fairly efficient performance, where every Rp10,000 of input cost produces 0.2639 kg of palm sugar crystal. CV Arenta earns a monthly profit of Rp116,369,333, with raw materials being the largest cost component. The marketing strategy is carried out through the marketing mix, including product, price, place, and promotion using social media, e-commerce, and both local and regional distribution channels. Supporting services such as financial institutions, extension services, information technology, and government policies also contribute significantly to the sustainability of the agroindustry.

Keywords : *Agroindustry system, palm sugar crystal, multifactor productivity, marketing mix, profitability.*

ABSTRAK

ANALISIS SISTEM AGROINDUSTRI GULA SEMUT AREN PADA CV ARENTA KECAMATAN MUNJUL KABUPATEN PANDEGLANG

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Penelitian ini bertujuan untuk menganalisis sistem agroindustri gula semut aren pada CV Arenta di Kecamatan Munjul, Kabupaten Pandeglang. Analisis dilakukan pada subsistem pengadaan bahan baku, pengolahan, pemasaran, serta jasa layanan pendukung. Metode penelitian menggunakan studi kasus dengan pendekatan deskriptif kuantitatif dan kualitatif. Data primer diperoleh melalui wawancara dan observasi terhadap pemilik usaha serta karyawan bagian produksi sebagai responden utama, sedangkan data sekunder berasal dari literatur dan instansi terkait. Hasil penelitian menunjukkan bahwa pengadaan bahan baku gula aren cetak telah memenuhi sebagian besar kriteria enam tepat, meskipun masih terdapat kendala pada aspek harga dan kualitas. Analisis produktivitas multifaktor menunjukkan efisiensi yang cukup baik, yakni setiap biaya input sebesar Rp10.000 menghasilkan 0,2639 kg gula semut. CV Arenta memperoleh keuntungan sebesar Rp116.369.333 per bulan dengan komponen biaya terbesar berasal dari bahan baku. Strategi pemasaran dilakukan melalui bauran pemasaran meliputi produk, harga, tempat, dan promosi berbasis media sosial, e-commerce, serta distribusi lokal dan luar daerah. Jasa layanan pendukung seperti lembaga keuangan, penyuluhan, teknologi informasi, dan kebijakan pemerintah berperan mendukung keberlanjutan agroindustri.

Kata Kunci : Sistem agroindustri, gula semut aren, produktivitas multifaktor, bauran pemasaran, keuntungan.