

Business Efficiency And Value Added Manufacture Product Of Otak-otak Bandeng In Bu Muzanah Store Gresik Regency

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ABSTRACT

The research was conducted at Toko Bu Muzanah, Gresik. The purpose of this study was to determine the total cost, revenue, profit, profitability, business efficiency and value-added products processed otak-otak bandeng. The sampling method in this study using purposive, with a certain considerations that the store is a center by-biggest manufactures and sells processed milkfish in Gresik. The analysis used is descriptive analysis that is used to describe the production process of the otak-otak bandeng. Meanwhile, the quantitative analysis is used to analyze the business (cost, revenue, profit, profitability, business efficiency) and agro-industrial value added in the otak-otak bandeng. Sources of data obtained from direct observation by conducting interviews and giving questionnaires to Bu Muzanah Shop owner and assistant production process otak-otak bandeng. Based on the research results show that the calculation results obtained from the analysis of business (total cost of Rp 16,188,334.7, receiving Rp 23.75 million, a profit of Rp 7,561,665.3, profitability and business efficiency 0.47%), plus Rp 26 678, 07, in exchange for labor Rp 6,000, and profits manufacturer 53.43%. That is agroindustrial products processed otak-otak bandeng at Toko Bu Muzanah Gresik profitable and feasible to be developed.

Keywords: business efficiency, value-added, agro-industry, otak-otak bandeng