

DEVY AYU SHINTA NIM.07.03.2.1.1.00005. Analisis Keragaan Agroindustri Terasi Udang Skala Rumah Tangga di Kecamatan Arosbaya Kabupaten Bangkalan. Di bawah bimbingan Slamet Widodo, SP., M.Si dan Taufik R. D A.Nugroho,SP.,MM

ABSTRAK

Penelitian dilaksanakan di Desa Arosbaya, Kecamatan Arosbaya, Kabupaten Bangkalan. Tujuan penelitian ini adalah untuk mengetahui keragaan dan kelayakan finansial agroindustri terasi udang. Metode pengambilan sampel dalam penelitian ini menggunakan teknik purposive yaitu Kecamatan Arosbaya. Analisis yang digunakan adalah analisis statistik deskriptif kualitatif untuk mengetahui profil keragaan agroindustri terasi udang, sedangkan untuk mengetahui analisis kelayakan finansial agroindustri terasi udang menggunakan analisis deskriptif kuantitatif yaitu perhitungan BEP, R/C ratio dan ROI, dengan teknik pengumpulan data melalui observasi, penyebaran kuisioner, wawancara, studi kepustakaan dan dokumentasi. Berdasarkan hasil penelitian diketahui bahwa profil keragaan agroindustri terasi udang merupakan industri skala rumah tangga yaitu menggunakan modal pinjaman sebagai modal awal membuka usaha, belum mempunyai surat ijin usaha sehingga pemasarannya masih di sekitar Kecamatan Arosbaya dengan menggunakan dua jalur pemasaran, pertama produsen ke distributor lalu ke konsumen dan kedua produsen langsung memasarkan ke konsumen. Secara finansial agroindustri ini layak untuk dikembangkan yaitu diperoleh dari perhitungan analisis biaya dan pendapatan, analisis BEP (Break Even Point), R/C Ratio (Revenue Cost Ratio) dan ROI (Return on Investment).

Kata kunci: keragaan, agroindustri, kelayakan finansial.

DEVY AYU SHINTA NIM.07.03.2.1.1.00005. The Performance of Agro-Industry Analysis of Household Scale Prawn a fish preserves shrimp in District Arosbaya Bangkalan. Under the guidance of Slamet Widodo, SP., M.Si and Taufik R.D. A. Nugroho, SP., MM

ABSTRACT

This research was conducted in the village of West Arosbaya, Arosbaya District, Bangkalan. The purpose of this study was to determine the performance and financial feasibility of agro-industries of a fish preserves shrimp. The sampling method in this study use a purposive technique that is implemented in the West Arosbaya Village, Arosbaya District. The analysis used was a qualitative descriptive statistical analysis to determine the performance profile agro a fish preserves shrimp while the agro-industry analysis of the financial feasibility of prawn crackers use quantitative descriptive analysis is the calculation of BEP, R/C ratio and ROI. The technique of data collected by through observation, questionnaires, interviews, literature study and documentation. Based on research result shows that the performance profile of agro-industrial scale a fish preserves shrimp is a household that is using the loan capital as initial capital to start a business, yet have a business license so that the market is still in the vicinity of Sub Arosbaya by using two channels, the first manufacturer to distributor and then to the consumer and finally manufacturer to market directly to consumers. Is financially feasible to develop agro-industry that is obtained from the calculation of cost and revenue analysis, analysis of BEP (Break Even Point), R/C Ratio (Revenue Cost Ratio) and ROI (Return on Investment).

Key words: the performance, agro-industry, financial feasibility.

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