

Zahratul Wardani. NIM. 130321100007. Nilai Tambah Agroindustri Tepung Daun Kelor di Kabupaten Sumenep (Studi Kasus CV Nurul Jannah, Kecamatan Bluto).
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ABSTRAK

Tujuan penelitian ini adalah mendeskripsikan karakteristik kewirausahaan, analisis nilai tambah, total biaya, pendapatan agroindustri tepung kelor pada CV Nurul Jannah. Penelitian ini menggunakan analisis deskriptif kualitatif, nilai tambah dan deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa karakteristik kewirausahaan memiliki skor rata-rata 4,60 yaitu antara setuju dan sangat setuju. Nilai tambah tepung kelor diketahui sebesar Rp. 13.667/kilogram, sedangkan pendapatan diketahui sebesar Rp. 5.154.476/produksi agroindustri yang menunjukkan bahwa tepung kelor dapat meningkatkan pendapatan.

Kata Kunci: Tepung Kelor, Karakteristik Usaha, Nilai Tambah, Biaya Total, Penerimaan dan Pendapatan

*Zahratul Wardani. NIM. 130321100007. Value Added of Moringa Flour Agroindustry In Sumenep District (Case Study at CV Nurul Jannah, Bluto Sub District, Sumenep District).
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ABSTRACT

The aims of the researchs were describe the characteristics of entrepreneurship, analysis value added, total cost, income of Moringa Flour Agroindustry at CV Nurul Jannah. Qualitative, descriptive, value-added and quantitative analysis were used in this reseach. The result shows that the characteristics of entrepreneurship have an average score of 4.60 that is between agree and strongly agree. Value added of moringa flour was known for Rp. 13.667 / kilogram, while the income is known to be Rp. 5.154.476 / production of agroindustry which shows moringa flour can increase income.

Keywords: Moringa Flour, Characteristics of Entrepreneurship, Value-Added, Income