

ABSTRACT

Safira Ana Yulianti, Analysis Of Income From The Cassava Chips Business In Household Income (A Study Of Cassava Chips Business Centers In 6 Subdistricts Of Pamekasan Regency) under the supervision of Yufita Listiana, SE., MSi.

This study aims to determine and analyze the income generated by cassava chip businesses and their contribution to the household income of business owners in cassava chip business centers in Pamekasan Regency. This study was conducted using a descriptive quantitative approach, utilizing primary data obtained from documentation and direct interviews with cassava chip business owners in six subdistricts located in Pamekasan Regency. The results indicate that business income is positive and profitable. Average monthly revenue is Rp2,430,098, while average total production costs amount to Rp811.804. Based on the difference between total revenue and total production costs, the average monthly income from the cassava chip business is Rp1.721.725. Furthermore, the cassava chip business makes a dominant contribution to the total household income of cassava chip business operators in the cassava chip business center in the Pamekasan Regency. The average contribution of cassava chip business income to total household income is 53%, which means it exceeds half of the total household income and is therefore categorized as a dominant contribution..

Keywords: Cassava Chips, Business Revenue, Revenue Proportion.

ABSTRAK

Safira Ana Yulianti, ANALISIS PENDAPATAN USAHA KERIPIK SINGKONG PADA PENDAPATAN RUMAH TANGGA (Studi pada Sentra Usaha Keripik Singkong di 6 Kecamatan Kabupaten Pamekasan) di bawah bimbingan Yufita Listiana, SE., MSi

Penelitian ini bertujuan untuk mengetahui dan menganalisis pendapatan usaha usaha keripik singkong serta kontribusinya pada pendapatan rumah tangga pelaku usaha pada sentra usaha keripik singkong di Kabupaten Pamekasan. Penelitian ini dilaksanakan dengan pendekatan kuantitatif deskriptif menggunakan data primer yang di dapat dari hasil dokumentasi dan wawancara langsung terhadap pelaku usaha keripik singkong di 6 Kecamatan yang terletak di Kabupaten pamekasan. Hasil penelitian menunjukkan bahwa pendapatan menunjukkan hasil yang positif dan menguntungkan. Rata-rata penerimaan sebesar Rp2.533.529 per bulan dan total biaya produksi yang dikeluarkan rata-rata sebesar Rp811.804. Berdasarkan selisih antara total penerimaan dan total biaya produksi, diperoleh rata-rata pendapatan usaha keripik singkong sebesar Rp1.721.725. per bulan. Selain itu, Usaha keripik singkong memberikan kontribusi yang dominan terhadap total pendapatan rumah tangga pelaku usaha keripik singkong di sentra usaha keripik singkong di Kabupaten Pamekasan. Rata-rata kontribusi pendapatan usaha keripik singkong terhadap total pendapatan rumah tangga sebesar 53%, yang berarti melebihi separuh dari total pendapatan rumah tangga sehingga dikategorikan sebagai kontribusi dominan.

Kata Kunci : Keripik Singkong, Pendapatan usaha, Proporsi Pendapatan