

**Business Analysis Of Crackers and Rolade Agroindustry Of “Cahaya Tidar”  
In The Salan Village, District Of Mertoyudan, Magelang Regency**

**By: Dwi Putri Algasta**

**Supervised By: Agus Surata and Ni Made Suyastiri**

**ABSTRACT**

The research aims to (1) analyze the efficiency of crackers and rolade in “Cahaya Tidar” agroindustry production in Salaan Village, District Mertoyudan, Magelang Regency, (2) analyze added value the crackers and rolade in “Cahaya Tidar” agroindustry in Salaan Village, District Mertoyudan, Magelang Regency. The reaserch method is descriptive with inplementation used case study. Kind of data can be used are primary and secondary data. Data sources are from tofu crackers and rolade in “Cahaya Tidar” industry, library source, and internet. The result of reaserch show that tofu crackers and rolade in “Cahaya Tidar” industry is efficient, with efficient value to make tofu crackers in the amount of 1,34 and rolade 1,94. Value added on tofu crackers are Rp 11.168,75/kg and value added from rolade Rp 1.540,28/kg.

Keywords: Agroindustry, Crackers, Rolade, Efficient and Value Added.