

ABSTRAK

YEYEN PRESTYANING WANITA. Penentuan Komposisi Minuman Herbal Daun Krisan (*Chrysanthemum Sp*) Untuk Analisa Nilai Tambah Dan Kelayakan Usaha Di Asosiasi Petani Krisan Asta Bunda, Sleman. Dibimbing BUDIARTO dan SITI HAMIDAH.

Tujuan penelitian adalah: (1) menentukan komposisi bahan penyusun minuman herbal daun krisan siap minum berupa berat daun krisan kering dan gula yang disukai panelis, (2) menganalisa perbandingan tingkat kesukaan panelis terhadap minuman daun krisan siap minum dengan teh Sosro, (3) menganalisa nilai tambah produksi minuman herbal daun krisan siap minum, dan (4) menganalisa kelayakan produksi minuman herbal daun krisan siap minum. Penelitian menggunakan metode eksperimental laboratorium dan diskriptif. Pengolahan minuman herbal daun krisan siap minum menggunakan metode eksperimental laboratorium dengan menggunakan rancangan percobaan acak lengkap. Uji tingkat kesukaan menggunakan uji hedonik 40 panelis tidak terlatih yang mewakili konsumen. Penentuan jumlah panelis untuk uji hedonik menggunakan metode *insidental sampling*. Data dianalisa secara statistik dengan uji *One Way Anova* dilanjutkan dengan uji LSD ($\alpha = 5\%$) dan *paired t test* menggunakan SPSS 23. Analisis nilai tambah menggunakan metode Hayami dan Kawagoe. Metode analisis kelayakan usaha berdasarkan pada *profit rate* dan *Break Even Point*. Hasil penelitian menunjukkan bahwa: 1) komposisi 2,5 gram daun krisan kering (kadar air 12%) dan 25 gram gula pasir dalam 250 ml air seduhan merupakan komposisi yang paling disukai oleh panelis, 2) tingkat kesukaan panelis terhadap minuman herbal daun krisan siap minum yang paling disukai panelis dan teh botol Sosro secara statistik tidak berbeda nyata, 3) usaha pengolahan minuman herbal daun krisan siap komposisi paling disukai panelis menghasilkan nilai tambah Rp 362.517,00 setiap kg bahan baku dengan ratio nilai tambah 32,96%, 4) usaha pengolahan minuman herbal daun krisan siap minum layak dilaksanakan, dengan nilai *profit rate* 2,261%/bulan, dan titik impas produksi 13.278 kemasan atau memperoleh nilai penjualan Rp 36.513.435,00.

Kata kunci: daun krisan, kelayakan usaha, nilai tambah, minuman herbal

ABSTRACT

YEYEN PRESTYANING WANITA. The Composition Determination of Chrysanthemum (Chrysanthemum Sp) Leaf Tea Ready to Drinking for Added Value and Feasibility Businesses Analysis at the Asta Bunda Krisan Farmers Association, Sleman. Supervised by BUDIARTO and SITI HAMIDAH

*The objectives of the research were: 1) to determine the composition of chrysanthemum leaf tea ready to drink in the form of dried chrysanthemum leaves and sugar weight that consumers like, 2) to analyze the comparison of consumer preference level for chrysanthemum leaf tea ready to drink with Sosro tea, 3) To analyze the added value of chrysanthemum leaf tea ready to drink production, and 4) to analyze the feasibility of chrysanthemum leaf tea ready to drink production. This study used laboratory experimental and descriptive methods. The processing of chrysanthemum leaf tea ready to drink was using laboratory experimental methods with a completely randomized design. The preference level test was using hedonic test with 40 untrained panelists. The preference level was using the hedonic test of 40 untrained panelists representing consumers. To determination the number of hedonic test panelists was using insidental random sampling method. Data analyzed statistically by One Way Anova test followed by LSD ($\alpha = 5\%$) and paired *t* test using SPSS 23. The added value analysis used the Hayami and Kawagoe methods. The feasibility analysis based on the profit rate and Break Even Point value. The results of the study showed: 1) the combination of 5 grams dried chrysanthemum leaves (12% moisture content) and 25 grams sugar that brewed in 250 ml water was the most preferred by consumer. 2) the consumer preference level of chrysanthemum leaf tea ready to drink and Sosro tea statistically not significantly different, 3) the processing of chrysanthemum tea leaves ready to drink feasible, because it produces a medium added value in the amount of IDR 362.517,00 per kg of raw material with added value ratio 32,96%. 4) the profit rate value was 2,261%/month, with a break-even point of production 13.278 packaging or sales value IDR 36.513.435,00.*

Keywords: chrysanthemum leaves, business feasibility, added value, ready-to-drink tea