

**ANALISIS AGROINDUSTRI ORIFLAKES BERBAHAN BAKU
TEPUNG GARUT PADA CV SERELIA PRIMA NUTRISIA
DI KECAMATAN PLERET KABUPATEN BANTUL**

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ABSTRAK

Penelitian ini dilakukan di CV Serelia Prima Nutrisia. Tujuan dari penelitian ini adalah 1) menganalisis besarnya nilai tambah yang dapat dihasilkan dari produksi sereal Oriflakes yang berbahan baku umbi garut. pada CV Serelia Prima Nutrisia. 2) menganalisis efisiensi usaha pengolahan minuman sereal Oriflakes pada CV Serelia Prima Nutrisia. 3) menganalisis *trend* produksi pengolahan sereal Oriflakes pada CV. Serelia Prima Nutrisia. Metode dasar penelitian yang digunakan adalah metode deskriptif. Metode pelaksanaan penelitian yang digunakan adalah metode studi kasus pada CV Serelia Prima Nutrisia. Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Analisis data menggunakan metode Analisis Nilai Tambah, Analisis *Revenue Cost Ratio*, dan Analisis *Trend* (*Trend* Linear, *Trend* Kuadratik, dan *Trend* Eksponensial).

Hasil penelitian ini menunjukkan 1) Pengolahan sereal Oriflakes pada CV Serelia Prima Nutrisia memberikan nilai tambah sebesar Rp. 272.655,78/kg. 2) Usaha pengolahan sereal Oriflakes pada CV Serelia Prima Nutrisia telah efisien dengan besarnya nilai efisiensi (ϵ) = 3.32 3) *Trend* produksi pengolahan sereal Oriflakes pada CV Serelia Prima Nutrisia terus meningkat selama Bulan Agustus 2019 dan Bulan September 2019.

Kata Kunci: Nilai Tambah, Efisiensi, *Trend* Produksi.

**AGROINDUSTRIAL ANALYSIS OF ORIFLAKES WITH GARUT FLOUR
AS THE RAW MATERIAL IN CV SERELIA PRIMA NUTRISIA
PLERET SUB-DISTRICT BANTUL DISTRICT**

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ABSTRACT

This research has done in CV Serelia Prima Nutrisia. The purpose of this research were 1) analyzed the amount of the value added that could be produced from the production of oriflakes cereals made from garut flour in CV Serelia Prima Nutrisia. 2) analyzed the process efficiency of Oriflakes cereal in CV Serelia Prima Nutrisia. 3) analyzed the trend of processing production of Oriflakes cereals in CV Serelia Prima Nutrisia. The basic method of research used was descriptive method. The implementation method was case study in CV Serelia Prima Nutrisia. The data used in this study were primary data and secondary data. Data analysis used the method of Value Added Analysis, Revenue Cost Ratio Analysis, and Trend Analysis (Linear Trend, Quadratic Trend, and Exponential Trend).

The results of this study indicated 1) The process of oriflakes cereal in CV Serelia Prima Nutrisia provided the value added in the amount of Rp. 274.922,24/ Kg. 2) The business of Oriflakes cereal processing in CV Serelia Prima Nutrisia has been efficient with the amount of efficiency value (ϵ) = 3,32. 3) The trend of Oriflakes cereal production in CV Serelia Prima Nutrisia are tend to be increased during Agustus 2019 and September 2019.

Keyword: Value Added, Efficiency, Production Trend Analysis.