

**ANALISIS USAHA ANEKA OLAHAN PRODUK SALAK(KULIT,
DAGING, BIJI) DI INDUSTRI RUMAH TANGGA CRISTAL,
KEMBANGARUM, DONOKERTO, TURI, SLEMAN**

Oleh : Made Dwi Ayu M.

Dibimbing oleh : Juarini dan Agus Santosa

ABSTRAK

Industri Rumah Tangga Cristal adalah industri rumah tangga yang menghasilkan produk olahan salak (kulit, daging, biji) menjadi Teh Kulit Salak, Keripik Daging Salak, dan Kopi Biji Salak. Penelitian ini bertujuan; (1) menganalisis volume penjualan Teh Kulit Salak, Keripik Daging Salak, dan Kopi Biji Salak (2) menganalisis nilai tambah produk Teh Kulit Salak, Keripik Daging Salak, dan Kopi Biji Salak (3) menganalisis kelayakan usaha Industri Rumah Tangga Cristal. Metode dasar penelitian yang digunakan adalah deskriptif. Metode pelaksanaan penelitian menggunakan studi kasus. Metode penentuan responden menggunakan *purposive*. Macam data yang digunakan adalah data primer dan sekunder. Sumber data yang digunakan adalah pengusaha Industri Rumah Tangga Cristal, studi pustaka dan internet. Metode analisis yang digunakan adalah anova, LSD, Hayami, dan *Profit Rate*. Hasil penelitian menunjukkan bahwa (1) volume penjualan Keripik Daging Salak lebih besar daripada Teh Kulit Salak dan Kopi Biji Salak (2) nilai tambah Teh Kulit Salak lebih besar daripada Keripik Daging Salak dan Kopi Biji Salak (3) Industri Rumah Tangga Cristal layak diusahakan.

Kata Kunci : Nilai Tambah, Volume Penjualan, Kelayakan Usaha Olahan Salak

**ANALYSIS OF SNAKE FRUIT PROCESSED PRODUCTS (SKIN, MEAT,
SEED) IN CRISTAL HOME INDUSTRY, KEMBANGARUM,
DONOKERTO, TURI, SLEMAN**

By : Made Dwi Ayu M.

Supervised by : Juarini dan Agus Santosa

ABSTRACT

Cristal Home Industry is a home industry that produce snake fruit into snake fruit tea, snake fruit chips, and snake fruit coffee. The objectives of this study are; (1) analyze sales volume of snake fruit tea, snake fruit chips, and snake fruit coffee (2) analyze value added of snake fruit tea, snake fruit chips, and snake fruit coffee (3) analyze feasibility of Cristal Home Industry. Basic method were used descriptive. Implementation method were used purposive. The data sources were used primary and secondary. Data sources were used from Cristal Home Industry, literature review, and internet. Alaysis method were used annova, LSD, Hayami, and Profit Rate. The results of the study were (1) sales volume of snake fruit chips was higher than snake fruit tea and snake fruit coffee (2) value added of snake fruit tea was higher than snake fruit chips and snake fruit coffee (3) Cristal Home Industry was feasibly to run for business

Keywords: value added, sales volume, easibility snake fruit