

**ANALISIS USAHA INDUSTRI RUMAH TANGGA ANEKA KRIPIK
“INTAN RAHMADHANI” DI DUSUN SOROGENEN 1 KECAMATAN
KALASAN KABUPATEN SLEMAN.**

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ABSTRAK

Penelitian ini bertujuan (1) menganalisis keuntungan usaha keripik jamur tiram original, keripik jamur tiram mercon, keripik pare original, keripik pare mercon pada industri rumah tangga Intan Rahmadhani (2) menganalisis efisiensi usaha keripik jamur tiram original, keripik jamur tiram mercon, keripik pare original, keripik pare mercon pada industri rumah tangga Intan Rahmadhani. Metode dasar penelitian yang digunakan adalah metode deskriptif. Metode pelaksanaan dalam penelitian menggunakan studi kasus. Pengambilan responden menggunakan teknik purposive sampling. Macam data yang digunakan dalam penelitian ini menggunakan data primer dan data sekunder. Teknik analisis yang digunakan adalah keuntungan (TR-TC) dan analisis efisiensi (R/C). Hasil penelitian ini (1) Usaha keripik jamur tiram original, keripik jamur tiram mercon, keripik pare original, keripik pare mercon pada Industri Rumah Tangga Intan Rahmadhani di Dusun Sorogenen 1 Kecamatan Kalasan Kabupaten Sleman menguntungkan dengan keuntungan produk keripik jamur tiram original sebesar Rp 45.782.618 pertahun, keripik jamur tiram mercon sebesar Rp 53.528.942 pertahun, keripik pare original sebesar Rp 39.927.818 pertahun dan keripik pare mercon sebesar Rp 44.025.726 pertahun (2) usaha keripik jamur tiram original, keripik jamur tiram mercon, keripik pare original, keripik pare mercon pada Industri Rumah Tangga Intan Rahmadhani di Dusun Sorogenen 1 Kecamatan Kalasan Kabupaten Sleman efisien dengan efisiensi produk keripik jamur tiram original sebesar 2,18, keripikjamur tiram mercon sebesar 2,13, keripik pare original sebesar 2,60 dan keripik pare mercon sebesar 2,21.

Kata kunci : Keuntungan, efisiensi

**BUSINESS ANALYSIS OF HOUSEHOLD MANUFACTURERS OF
CHARACTERIZED "INTAN RAHMADHANI" IN SOROGENEN 1
DISTRICT, KALASAN KALASAN, SLEMAN DISTRICT.**

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ABSTRACT

This study aims (1) to analyze the business advantages of original oyster mushroom chips, mercon oyster mushroom chips, original bitter melon chips, pare mercon chips in the Intan Rahmadhani home industry (2) analyze the business efficiency of original oyster mushroom chips, mercon oyster mushroom chips, bitter melon chips original, pare mercon chips in the Intan Rahmadhani home industry. The basic research method used is descriptive method. The method of implementation in research uses case studies. Taking respondents using purposive sampling technique. The kinds of data used in this study use primary data and secondary data. The analysis technique used is profit (TR-TC) and efficiency analysis (R / C). The results of this study (1) the business of original oyster mushroom chips, mercon oyster mushroom chips, original bitter melon chips, pare mercon chips in Intan Rahmadhani Home Industry in Sorogenen 1 Hamlet, Kalasan Sub-district, Sleman Regency is profitable with the benefits of original oyster mushroom chips at Rp 45,782,618 each years, mercon oyster mushroom chips amounted to Rp 53,528,942 each years, original bitter melon chips amounted to Rp 39,927,818 each years and mercon pare chips amounted to Rp 44,025,726 each years (2) the original oyster mushroom chips business, mercon oyster mushroom chips, original bitter melon chips, concon pare chips in the Intan Rahmadhani Home Industry in Sorogenen Hamlet 1, Kalasan Subdistrict, Sleman Regency are efficient with the efficiency of original oyster mushroom chips, 2.18, mercon oyster chips for 2 , 13, original bitter melon chips at 2.60 and mercon bitter chips at 2.21.

Keywords: Benefits, efficiency