

**Analisis Usaha Pengolahan Susu Kambing Peranakan Etawa  
Pada Industri Rumah Tangga Seven On Seven Di Dusun  
Kemirikebo, Girikerto, Turi, Sleman**

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**ABSTRAK**

Penelitian ini dilakukan industri rumah tangga Seven on Seven di Dusun Kemirikebo, Girikerto, Turi, Kabupaten Sleman Yogyakarta. Tujuan dari penelitian ini adalah (1) untuk menganalisis nilai tambah produk susu bubuk kambing peranakan etawa varians original dan varians gula aren 2) untuk menganalisis efisiensi usaha pengolahan susu kambing peranakan etawa di industri rumah tangga Seven on Seven Yogyakarta. (3) untuk mengetahui *trend* volume penjualan susu bubuk kambing peranakan etawa varians original dan varians gula aren pada Industri Rumah Tangga Seven on Seven dua bulan ke depan Metode dasar yang akan digunakan di penelitian ini adalah Metode Deskriptif. Metode Pelaksanaan adalah metode studi kasus. Pengambilan responden menggunakan *purposive* untuk mencari informasi responden. Sumber data yang diperoleh dalam penelitian ini yaitu pihak Industri Rumah Tangga Seven on Seven. Hasil Penelitian menunjukkan 1) Nilai tambah produk susu bubuk original adalah sebesar Rp 13.657,01 per kilogram dan produk susu bubuk gula aren adalah sebesar Rp 25.629,64 perkilo gram. 2) Industri Rumah Tangga Seven on Seven sudah efisien dengan besar nilai efisiensi ( $\epsilon$ ) = 1,61. 3) *Trend* volume penjualan susu bubuk original dan volume penjualan susu bubuk gula aren mengalami kenaikan selama Bulan April dan Mei 2020.

Kata Kunci : Nilai Tambah, *Efisiensi*, *Trend* Volume Penjualan

***Analysis of The Milk Processing Business Of Etawa Breed Goat in  
Seven on Seven Home Industries in The Village of  
Kemirikebo, Girikerto, Turi, Sleman***

**ABSTRACT**

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*This research is done on Seven on Seven home industry in Kemirikebo Village, Girikerto, Turi, Sleman. The purpose of this research were 1) To analyze the amount of added value of original powdered milk and powdered milk with palm sugar. 2) To analyze the efficiency of the Etawa crossbreed goat milk processing business in Seven on Seven home industry. 3) To find out the sales pattern of Etawa breed original powdered milk and the palm sugar variant in Seven on Seven home industry for the next two months. The basic method used in this research is the descriptive method. The method implemented by case study. The data used in this study are from the owner of Seven on Seven Home Industry. The results of this study indicated that; 1) The added value for the original powdered milk is calculated at Rp13.657,01 /kg, and for powdered milk with palm sugar is at Rp 25.629,64 /kg. 2) Seven on Seven home industries is concluded to be efficient with the efficiency value (E) of 1,61. 3) The sales pattern of both Etawa breed original powdered milk and the palm sugar variant has increased during April and May 2020.*

*Keyword : Added value, efficiency, purchasing trend analysis*