

**ANALISIS OPTIMASI PRODUKSI WEDANG UWUH
CV. PROGRESS JOGJA DI DESA SRIMARTANI PIYUNGAN BANTUL
SAAT PANDEMI COVID-19**

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ABSTRAK

Penelitian ini bertujuan untuk (1) Menganalisis *trend* volume penjualan produk wedang uwuh (original, seduh, dan instan) pada saat pandemi COVID-19 di CV. Progress Jogja enam bulan kedepan. (2) Menganalisis kombinasi penggunaan input yaitu jahe kering dan jahe basah, gula batu, gula pasir, daun pala, kayu secang, daun cengkeh, tenaga kerja, mesin (*cabinet dryer*, penggiling, parut, *spinner*, dan kristalisasi) dan permintaan wedang uwuh (original, seduh, dan instan) yang memberikan kombinasi produksi wedang uwuh yang optimal di CV. Progress Jogja. Penelitian ini menggunakan metode deskriptif dengan metode studi kasus. Penentuan responden dilakukan secara *purposive* yaitu sebanyak 2 orang. Jenis dan sumber data yaitu data primer dan sekunder. Pengumpulan data menggunakan metode observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan analisis *trend* dan *Linear Programming* (LP). Hasil penelitian menunjukkan bahwa 1) *Trend* volume penjualan produk wedang uwuh (original, seduh, dan instan) pada saat pandemi COVID-19 di CV. Progress Jogja enam bulan kedepan menurun. 2) Kombinasi penggunaan input yang sudah optimal adalah gula batu, permintaan wedang uwuh seduh, dan permintaan wedang uwuh instan. Kombinasi penggunaan input yang belum optimal adalah jahe kering, jahe basah, gula pasir, daun pala, kayu secang, daun cengkeh, tenaga kerja, mesin (*cabinet dryer*, penggiling, parut, *spinner*, dan kristalisasi) dan permintaan wedang uwuh original.

Kata kunci : Wedang uwuh, *trend* penjualan, Optimasi, *Linear Programming*

**ANALYSIS OF OPTIMIZATION PRODUCTION WEDANG UWUH
CV. PROGRESS JOGJA IN SRIMARTANI VILLAGE PIYUNGAN BANTUL
DURING THE COVID-19 PANDEMIC**

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ABSTRACT

This study aims to (1) analyze the trend of sales of wedang uwuh products (original, brewed, and instant) during the COVID-19 pandemic in CV. Progress Jogja for the next six months. (2) Analyzing the combination of input use, namely dry ginger and wet ginger, rock sugar, granulated sugar, nutmeg leaves, secang wood, clove leaves, labor, machines (cabinet dryer, grinder, grate, spinner, and crystallizer) and demand for wedang uwuh (original, brewed, and instant) which provides an optimal combination of wedang uwuh production in CV. Progress Jogja. This research uses descriptive method with case study method. Determination of respondents was done purposively as many as 2 people. The types and sources of data are primary and secondary data. Collecting data uses observation, interviews, and documentation method. The data analysis technique uses trend analysis, and Linear Programming (LP). The results showed that 1) The trend of sales of wedang uwuh products (original, brewed, and instant) during the COVID-19 pandemic in CV. Progress Jogja in the next six months tend to decrease. 2) The optimal combination of input use were rock sugar, demand for wedang uwuh seduh, and demand for instant wedang uwuh. The combination input such as dry ginger, wet ginger, granulated sugar, nutmeg leaves, sappan wood, clove leaves, labor, machines (cabinet dryer, grinder, grate, spinner, and crystallizer) and the demand of original wedang uwuh did not optimal yet .

Keywords: *Wedang uwuh, sales trend, optimization, linear programming*