Analisis Kinerja Agroindustri Kelor pada UMKM Kelorida
Kabupaten Bantul Daerah Istimewa Yogyakarta

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ABSTRAK

Penelitian ini bertujuan (1) menganalisis kinerja kelembagaan agroindustri kelor UMKM Kelorida, (2) menganalisis kinerja finansial agroindustri kelor UMKM Kelorida, (3) memberikan alternatif strategi peningkatan kinerja UMKM Kelorida. Penelitian ini merupakan penelitian kuantitatif dengan metode penelitian deskriptif dan pendekatan studi kasus. Adapun metode penentuan responden adalah secara *purposive.* Macam data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data menggunakan wawancara, observasi, studi pustaka, dan dokumentasi. Teknik analisis data untuk menganalisis kinerja kelembagaan adalah *Organizational Capacity Assessment Tool* (*OCAT*) dan untuk menganalisis kinerja finansial adalah *Profit Margin* (PM)*, Return on total Assets* (ROA), *Return on Equity* (ROE), *Fixed Assets Turnover Ratio* (FATR), dan *Total Assets Turnover Ratio* (TATR). Hasil penelitian menunjukan (1) Kinerja kelembagaan Kelorida yang meliputi kepemimpinan, manajemen organisasi, manajemen SDM, manajemen keuangan, manajemen proyek, dan hubungan eksternal adalah *expanding* (skor >3). (2) Kinerja finansial Kelorida berdasarkan PM 68% dan ROA 25% adalah baik di atas rata-rata industri, sedangkan berdasarkan ROE 28%, FATR 0,62 kali, dan TATR 0,36 kali adalah tidak baik karena kurang dari rata-rata industri. (3) Alternatif strategi peningkatan kinerja antara lain adalah perbaikan manajemen keuangan, peningkatan kinerja kepemimpinan, manajemen organisasi, manajemen SDM, manajemen proyek, peningkatan *sales* dan *net profit,* serta pemaksimalan penggunaan ekuitas dan aset.

Kata Kunci: Analisis Kinerja, Agroindustri Kelor, Kelembagaan, Finansial

**Performance Analysis of Moringa oleifera Agroindustry
on Kelorida MSME (Micro Small and Medium Enterprise) Bantul Regency
Special Region of Yogyakarta**

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ABSTRACT

This study aimed to (1) analyze the institutional performance of the Moringa oleifera MSME in Kelorida, (2) analyze the financial performance of the Moringa oleifera MSME in Kelorida, (3) provide alternative strategies for improving the performance of Kelorida MSME. This research was quantitative research with descriptive research method and case study approach. The method of determining respondents was purposive. The kinds of data were primary data and secondary data. Data collection techniques used interview, observation, literature study, and documentation. Data analysis technique for analyze the institutional performance was OCAT (Organizational Capacity Assessment Tool) and for analyze the financial performance was Profit Margin (PM), Return on total Assets (ROA), Return on Equity (ROE), Fixed Assets Turnover Ratio (FATR), and Total Asset Turnover Ratio (TATR). The results of research showed (1) The institutional performance of Kelorida which includes leadership, organizational management, HR management, financial management, project management, and external relations was expanding (score >3). (2) The kelorida's financial performance based on PM 68% and ROA 25%, in good condition above the industry average, while based on ROE 28%, FATR 0.62 times, and TATR 0.36 times in bad condition, because it was less than the average industry average. (3) The alternative performance improvement strategies were improving financial management, improving leadership performance, organizational management, HR management, project management, increasing sales and net profit, as well as maximizing the use of equity and assets.

Keywords: Performance Analysis, Moringa Oleifera Agroindustry, Institutional, Financial