

**SYAIFUDIN NUR SETIAWAN**, 2023. Analisis Trend Volume Penjualan dan Nilai Tambah Produk Aneka Abon (Studi Kasus Khansa Food Desa Pandowoharjo Kabupaten Sleman). Di bawah bimbingan Dwi Aulia Puspitaningrum dan Ni Made Suyastiri YP

## **ABSTRAK**

Penelitian ini bertujuan (1) mendeskripsikan Usaha Kecil Menengah Khansa Food (2) menganalisis trend volume penjualan tiap produk aneka abon selama delapan bulan kedepan, (3) menganalisis besarnya nilai tambah aneka abon pada Usaha Mikro Kecil Menengah (UMKM) Khansa Food pada saat pandemi *covid-19*. Metode dasar penelitian adalah metode deskriptif dengan metode pelaksanaan studi kasus. Metode pengambilan responden dilakukan dengan metode *purposive sampling*, yaitu pemilik UMKM Khansa Food dan dua pekerja bagian produksi. Metode pengumpulan data dengan cara observasi, wawancara, dan dokumentasi. Data yang digunakan adalah data primer dan data sekunder. Teknik analisis data dengan Analisis Volume Penjualan dan Analisis Nilai Tambah dengan metode Hayami. Hasil penelitian menunjukkan bahwa (1) Usaha Mikro Kecil Menengah Khansa Food merupakan sebuah usaha yang bergerak dibidang pengolahan berbagai jenis ikan dan daging menjadi aneka abon (2) trend volume penjualan aneka abon pada Usaha Kecil Menengah Khansa Food mengalami peningkatan selama delapan bulan kedepan yaitu pada bulan November 2022- Juni 2023 (3) produk abon ayam memberikan nilai tambah paling besar yaitu Rp64.109,2/kg dibandingkan produk lainnya dan produk abon lele memberikan nilai tambah terendah yaitu Rp3.303,82/kg.

**Kata Kunci:** Produksi, Volume Penjualan, Nilai Tambah Produk, dan Aneka Abon.

**SYAIFUDIN NUR SETIAWAN**, 2023. *Analysis of Trend Sales Volume and Added Value of Various Shredded Products (Case Study of Khansa Food in Pandowoharjo Village Sleman Regency)*. Supervised by Dwi Aulia Puspitaningrum and Ni Made Suyastiri YP

### **ABSTRACT**

*This study aimed to (1) describe Khansa Food Micro, Small, and Medium Enterprises, (2) analyze the sales volume trend of each shredded product for the next six months, and (3) analyze the added value of various shredded Khansa Food Micro, Small, and Medium Enterprises during the covid-19 pandemic. The basic research method is a descriptive with case study method. The method of taking respondents was carried out by purposive, namely, the owner of UMKM Khansa Food and two production workers. Data collection methods included observations, interviews, and documentation. Primary and secondary were used in this research. Data analysis techniques with Sales Volume Analysis and Value Added Analysis Hayami method. The results of the research showed that (1) Khansa Food Micro, Small and Medium Enterprises is a business engaged in processing various types of fish and meat into various shredded (2) the sales volume trend of various shredded in Khansa Food Small and Medium Enterprises has increased over the next six months, from November 2022 to Juni 2023 (3) shredded chicken provided the greatest added value of Rp64,109.2/kg compared to other products and shredded catfish provided the lowest added value of Rp3,303.82/kg.*

**Keywords:** *Production, Sales Volume, Added Value, and Assorted Shredded.*