

DESNA DINDA NATALIA. 2023. *Analysis of Sales Volume Trend and Profit of Various Variants of Banana Chips in CV. Cariza Khansa Pratama Ngemplak Subdistrict Sleman District. Under Direction by Ni Made Suyastiri Yani Permai.*

ABSTRACT

This study aims to (1) Analyze the sales volume trend of several variants of banana chip flavors (Barbeque, Honey, Cheese, Chocolate, Balado, dan Garlic) on CV. Cariza Khansa Pratama next eight months. (2) Analyze the difference in the magnitude of the benefits of several flavored variants of banana chips (Barbeque, Honey, Cheese, Chocolate, Balado, dan Garlic) on CV. Cariza Khansa Primary. The research method used is quantitative research with a descriptive approach. The method of determining the location using the purposive method. The method of determining respondents uses the purposive method. The type of data used in research is primary data and secondary data. The primary data used were sourced from interviews, recording, and observation. Secondary data is obtained from data collected from documents, literature, institutions or agencies that have a relationship with research. The analysis technique uses trend analysis, profit analysis, variance analysis (ANOVA), and Least Significant Difference (LSD). The results stated that (1) The trend of sales volume of several variants of banana chip flavors (Barbeque, Cheese, Honey, Chocolate, Balado, and Garlic) on CV. Cariza Khansa Pratama in the next eight months is likely to increase. (2) There are different benefits of several flavored variants of banana chips. The average monthly biggest sales profit is chocolate banana chips of IDR 5.420.092, second is honey banana chips of IDR 4.008.830, third is cheese banana chips of IDR 3.791.045, fourth is balado banana chips of IDR 3.383.219, fifth is barbeque variant banana chips of IDR 2.944.266, and the lowest average profit is garlic variant banana chips of IDR 1.402.353.

Keywords: *Trend, Sales Volume, Profit.*

DESNA DINDA NATALIA. 2023. Analisis *Trend* Volume Penjualan Dan Keuntungan Aneka Varian Keripik Pisang Di CV. Cariza Khansa Pratama Kecamatan Ngemplak Kabupaten Sleman. Di bawah arahan Ni Made Suyastiri Yani Permai.

ABSTRAK

Penelitian ini bertujuan (1) Menganalisis *trend* volume penjualan aneka varian rasa keripik pisang (Barbeque, *Honey*, *Cheese*, *Chocolate*, Balado, dan *Garlic*) pada CV. Cariza Khansa Pratama delapan bulan ke depan. (2) Menganalisis perbedaan besarnya keuntungan aneka varian rasa keripik pisang (Barbeque, *Honey*, *Cheese*, *Chocolate*, Balado, dan *Garlic*) pada CV. Cariza Khansa Pratama. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan pendekatan deskriptif. Metode penentuan lokasi menggunakan metode *purposive*. Metode penentuan responden menggunakan metode *purposive*. Jenis data yang digunakan pada penelitian adalah data primer dan data sekunder. Data primer yang digunakan bersumber dari hasil wawancara, pencatatan, dan observasi. Data sekunder diperoleh dari data yang pengumpulannya dari dokumen, literatur, lembaga atau instansi yang mempunyai keterkaitan dengan penelitian. Teknik analisis menggunakan analisis *trend*, analisis keuntungan, *analysis of variance* (ANOVA), dan *Least Significant Difference* (LSD). Hasil penelitian menyatakan bahwa (1) Trend volume penjualan aneka varian rasa keripik pisang (Barbeque, *Cheese*, *Honey*, *Chocolate*, Balado, dan *Garlic*) pada CV. Cariza Khansa Pratama delapan bulan ke depan cenderung meningkat. (2) Terdapat perbedaan keuntungan aneka varian rasa keripik pisang. Rata-rata per bulan keuntungan penjualan terbesar adalah keripik pisang *chocolate* sebesar Rp 5.420.092, kedua adalah keripik pisang *honey* yaitu sebesar Rp 4.008.830, ketiga adalah keripik pisang *cheese* yaitu sebesar Rp 3.791.045, keempat adalah keripik pisang balado yaitu sebesar Rp 3.383.219, kelima keripik pisang varian barbeque yaitu sebesar Rp 2.944.266, dan rata-rata keuntungan terendah adalah keripik pisang varian *garlic* sebesar Rp 1.402.353.

Kata kunci: Trend, Volume Penjualan, Keuntungan.