

HUSNA ZAHRA' Z.2023.Analisis Nilai Tambah dan Profitabilitas Agroindustri Minuman Herbal Serbuk Bunga Telang di CV. Centerindo Kurnia Tritama Kabupaten Bantul. Dibimbing Oleh : Budiarto

ABSTRAK

Penelitian bertujuan untuk (1) Menganalisis nilai tambah yang dihasilkan dari agroindustri minuman herbal serbuk bunga telang, (2) Menganalisis tingkat profitabilitas yang dicapai dari agroindustri minuman herbal serbuk bunga telang. Penelitian merupakan penelitian deskriptif dengan pendekatan kuantitatif. Metode penentuan lokasi penelitian menggunakan metode *purposive*. Metode penentuan responden penelitian menggunakan metode *purposive sampling*. Teknik analisis data menggunakan analisis nilai tambah metode Hayami dan analisis profitabilitas metode *Net Profit Margin*. Hasil penelitian menunjukkan bahwa (1) Agroindustri minuman herbal serbuk bunga telang menghasilkan rata-rata nilai tambah sebesar Rp 677.166,00/kg dengan rasio nilai tambah sebesar 71,05% pada pengolahan minuman herbal serbuk bunga telang periode bulan Mei tahun 2022. (2) Agroindustri minuman herbal serbuk bunga telang mencapai tingkat profitabilitas sebesar 36,2% pada periode penjualan selama tahun 2022.

Kata Kunci : Agroindustri, bunga telang, minuman herbal serbuk, nilai tambah, profitabilitas

HUSNA ZAHRA' Z.2023. *Analysis of Added Value And Profitability Agroindustry of Butterfly Pea Herbal Powder Drink In CV Centerindo Kurnia Tritama Bantul*
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ABSTRACT

The research aims to (1) analyze the added-value generated from the agro-industry of butterfly pea powder herbal drink, (2) analyze the level of profitability from the agro-industry of butterfly pea powder herbal drink. The research conducted was descriptive research with a quantitative approach. The method of determining the location of the research using a purposive method. Methods of determining research respondents using purposive sampling method. The research data analysis technique used the Hayami method of added value analysis and the profitability analysis of the Net Profit Margin method. The results showed that (1) Agroindustry of butterfly pea powder herbal drink generates an average added value of Rp. 677.166.00/kg with an added value ratio of 71.05% in the processing of butterfly pea powder herbal drink for the period of May 2022. (2) Agroindustry of butterfly pea powder herbal drink achieved a profitability rate of 36.2% in the sales period during 2022.

Keywords : Added-value, agroindustry, butterflypea, herbal drink powder, profitability