

AGI ALIA PURI. 2023. Analisis Nilai Tambah Pada Produk Olahan Otak-Otak Bandeng dan Bandeng Presto Pada CV Siluang Mina Nisa di Kabupaten Bantul. Di bawah arahan Ni Made Suyastiri Yani Permai dan Indah Widowati.

ABSTRAK

Penelitian dilakukan di CV Siluang Mina Nisa yang bertujuan untuk (1) Menganalisis dan membandingkan nilai tambah pada produk olahan otak-otak bandeng dan bandeng presto. (2) Menganalisis dan membandingkan keuntungan pada produk olahan otak-otak bandeng dan bandeng presto di CV Siluang Mina Nisa. Metode penelitian yang digunakan adalah analisis deskriptif dengan menggunakan pendekatan kuantitatif. Metode penentuan lokasi menggunakan metode *purposive*. Metode penentuan responden menggunakan metode *purposive*. Jenis data yang digunakan adalah data primer dan sekunder. Data primer bersumber dari hasil wawancara dan data-data lain yang menunjang penelitian. Data sekunder diperoleh dari literatur, lembaga atau instansi terkait. Metode pengambilan data yaitu dengan wawancara, observasi, dan dokumentasi. Teknik analisis data yang digunakan adalah analisis nilai tambah dengan metode Hayami dan analisis keuntungan. Hasil penelitian menunjukkan bahwa (1) Nilai tambah produk otak-otak bandeng sebesar Rp 31.333/kg lebih besar dari nilai tambah produk bandeng presto sebesar Rp 25.769/kg. (2) Keuntungan produk otak-otak bandeng sebesar Rp 4.854.426/bulan lebih besar dari keuntungan produk bandeng presto sebesar Rp 4.137.504/bulan.

Kata kunci: Nilai tambah, keuntungan, otak-otak bandeng, bandeng presto.

AGIALIA PURI. 2023. Analysis of Added Value in Processed Products of Stuffed Milkfish and Presto Milkfish at CV Siluang Mina Nisa in Bantul Regency. *Supervised by Ni Made Suyastiri Yani Permai and Indah Widowati.*

ABSTRACT

This research was located at CV Siluang Mina Nisa and this research aims to (1) Analyze and compare the added value of stuffed milkfish and presto milkfish. (2) Analyze and compare the profits from stuffed milkfish and presto milkfish. The method of research used is descriptive research method with quantitative approach. The determination method of location used the purposive method. The determination method of respondents used the purposive. The type of data used in research is primary data and secondary data. The primary data used were sourced from the results of interviews and other data that supports research. Secondary data is obtained from data collected from literature, agencies or institutions that have a relationship with research. Data collection method are by interviews, observation, and documentation. The analysis techniques used are profit analysis and added value analysis by Hayami method. The analyzes results showed that (1) The added value of stuffed milkfish amounted to Rp 31.333/kg, it was greater than the added value of presto milkfish amounted to Rp 25.769/kg. (2) The profit of stuffed milkfish amounted to Rp 4.854.426/month, it was greater than the profit of presto milkfish amounted to Rp 4.137.504/ month.

Keywords: *Added value, profit, stuffed milkfish, presto milkfish*