

GILANG BAYU AJI PRATAMA. 2024. *Analysis of Added Value, Profit, and Efficiency of Banana Root Chips Business at Al Barik in Sidomulyo Village Bambanglipuro Sub district, Bantul Regency. Under the direction of Siti Hamidah and Heni Handri Utami.*

ABSTRACT

This study aims to (1) analyze the amount of added value in processing banana root chips, (2) analyze the amount of profit in processing banana root chips, (3) analyze the efficiency of banana root chips business in Al-Barik. The basic research method used in this research is descriptive method with a quantitative approach using case studies. The method of taking respondents was carried out by purposive sampling method, namely Mrs. Sri Purwanti as the owner of Al-Barik and several workers. The data collection method is done by interview, observation, and documentation. The data used are primary data and secondary data. The analysis method used is the Hayami value-added analysis method, profit analysis, and efficiency analysis. The results showed that (1) the added value of banana root chips gets average value of Rp23,447.45 / kg where the added value is arguably high because the ratio is more than 40%. ratio of more than 40% (2) the profit generated by the banana root chips business for three months averaged 29.30% (3) the value of efficiency banana root chips business for three months averaged 29.23% (3) The efficiency value obtained is 1.77, which shows that the banana root chips business in Al-Barik is efficient.

Keywords: *Value Added, Profit, Efficiency, Banana Root Chips*