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ABSTRACT

FARIZAN IFTIKAR, *Tuna Divercification Agroindustry "Tahu Tuna Inggil" at Teleng Ria beach, Pacitan, East Java. Guided by DARU RETNOWATI and INDAH WIDOWATI.*

The objective of the research was to analyze of added value and risk of agro industry divercification "Tahu Tuna Inggil" in before and after tuna divercification process. The method used in this research was case study. The data used in this research were primary data and secondary data. The data were collected through interviewing, and took documentation during the process production of tuna divercification. The data were opinions, obstacles, suggestion, expectations and preferences from the research members. The research members were owner and the employee of "Tahu Tuna Inggil". The analyze technique and hypothesis used added value method and business risk analyze, data source obtainable from owner employee in agroindustry "Tahu Tuna Inggil" the researcher tried to collect data from primary and secondary data. In collecting data, this research used direct observation, note, interview, and fotografi. Divercification tuna fish at agroindustry "Tahu Tuna Inggil" at Teleng Ria beach. The result of this research and added value tahu tuna is the biggest more than bakso tuna and abon tuna.

The findings calculation showed that by product divercification, coefficient variation $CV_1 < CV_2$ this is product divercification agroindustry bussines risk "Tahu Tuna Inggil" bigger than.

Keyword: divercification, agroindustry, tuna fish product