ABSTRACT

MAYUNADA PONCA WALI PUTRA, Cigar Products Added Value, Sales Value and Sales Risk Differentiation Analysis of PT. Taru Martani Yogyakarta. Supervised by **JUARINI** and **SITI SYAMSIAR**. This research aims to analyze added value of Adipati, Ramayana, and Panter cigar products in PT. Taru Martani; analyze the differentiation differences of Adipati, Ramayana, and Panter cigar products in PT. Taru Martani; and analyze, differentiation sales risk of Adipati, Ramayana, and Panter cigar products in PT. Taru Martani. Basic method used is descriptive method. Implementation method used is case study. Type of the data used is primary and secondary data. Data source is obtained from PT. Taru Martani, literature and other related institutes. Data collection techniques are by means of observation, interview, and note taking. To analyze differentiation added value of cigar products in PT. Taru Martani, using method based on Hayami; to analyze sales value of cigar products in PT. Taru Martani, using anova method and Least Significance Difference; and to analyze sales risk of cigar products in PT. Taru Martani, using variation coefficient. The result from this research is from the three products differentiation (Adipati, Ramayana dan Panter), Ramayana is the differentiation product which biggest added value; Ramayana is a differentiation product with highest sales value; and Panter is differentiation product with the highest risk .

Keywords : Added Value, Sales Value, Sales Risk, Cigar Differentiation, PT. Taru Martani