

JASMINE RAHMA NUSANTARI. 2026. Value-Added, Profit, and Business Sustainability Analysis of Processed Goat Milk Products at Susu Kambing Ceria MSME in Mlati Subdistrict. Supervised by Indah Widowati.

ABSTRACT

This study was conducted at UMKM Susu Kambing Ceria, a goat milk processing agroindustry located in Mlati District, Sleman Regency, Special Region of Yogyakarta. The objectives of this study were to (1) analyze the value added, (2) assess the profitability, and (3) identify the business sustainability of UMKM Susu Kambing Ceria. This research employed a quantitative approach using a case study design, as UMKM Susu Kambing Ceria is the only goat milk processing enterprise in Mlati District. Respondents were selected purposively and consisted of five individuals. The data used in this study comprised primary and secondary data. Data were collected through interviews and documentation. The analytical methods employed included value-added analysis using the Hayami method, profit analysis, and business sustainability assessment based on sustainable agroindustry criteria. The results showed that processing goat milk into value-added products generated positive value added. The average value added of pasteurized milk was Rp15,962.55 per liter, while that of ice cream was Rp62,445.92 per liter. The profit analysis indicated that the goat milk processing business at UMKM Susu Kambing Ceria was profitable, generating profits of Rp11,501.02 per liter for pasteurized milk and Rp17,914.67 per liter for ice cream during October 2025. Furthermore, based on the sustainability assessment score, UMKM Susu Kambing Ceria was classified as a sustainable agroindustry business.

Keywords: Goat Milk, Hayami Method, MSME, Profit, Value Added

JASMINE RAHMA NUSANTARI. 2026. Analisis Nilai Tambah, Keuntungan, dan Keberlanjutan Usaha Olahan Susu Kambing pada UMKM Susu Kambing Ceria di Kapanewon Sleman. Di bawah arahan Indah Widowati.

ABSTRAK

UMKM Susu Kambing Ceria merupakan usaha di bidang agroindustri pengolahan susu kambing yang berada di Kapanewon Mlati Kabupaten Sleman. Penelitian ini bertujuan untuk (1) menganalisis nilai tambah, (2) menganalisis keuntungan, dan (3) mengidentifikasi keberlanjutan usaha pada UMKM Susu Kambing Ceria. Penelitian ini menggunakan pendekatan kuantitatif dan jenis penelitian studi kasus karena merupakan satu-satunya pengelola susu kambing di Kapanewon Mlati. Pengambilan responden secara *purposive* sebanyak 5 responden. Data yang digunakan dalam penelitian ini yakni data primer dan data sekunder. Teknik pengumpulan data menggunakan wawancara dan dokumentasi. Teknik analisis data yang digunakan yaitu analisis nilai tambah menggunakan Metode Hayami, analisis keuntungan, dan identifikasi keberlanjutan usaha berdasarkan syarat-syarat agroindustri berkelanjutan. Hasil penelitian menunjukkan bahwa pengolahan susu kambing menjadi produk olahan memberikan nilai tambah yang positif, dengan rata-rata nilai tambah susu pasteurisasi sebesar Rp15.962,55/liter dan rata-rata nilai tambah es krim sebesar Rp62.445,92/liter. Berdasarkan analisis keuntungan, usaha pengolahan susu kambing pada UMKM Susu Kambing Ceria memberikan keuntungan dan bagi pelaku usaha, yaitu keuntungan sebesar Rp11.501,02/liter pada produk susu pasteurisasi dan keuntungan sebesar Rp17.914,67/liter pada produk es krim pada bulan Oktober 2025. Berdasarkan skor penilaian, menunjukkan bahwa UMKM Susu Kambing Ceria termasuk dalam kategori berkelanjutan.

Kata Kunci: Keuntungan, Metode Hayami, Nilai Tambah, Susu Kambing, UMKM