ABSTRACT

SITI SOLEKHAH, Value Added Analysis And Product Differentiation In Cassava-Based Food Processing In the village BanjarharjoKalibawang District of KulonProgo Regency. Guided by **NI MADE SUYASTIRI YANI PERMAI** and **HENI HANDRI UTAMI**.This study aims to determine the magnitude of the added value of industrial enterprises slondok, to determine the shape and flavor differentiation slondok no difference in the volume of sales, and to determine the constraints faced by industrial enterprises slondok.The basic method used in this research is descriptive method. Method of determining the area of research and sampling using purposive sampling method. Kinds of data used are primary data and secondary data. Sources of data obtained from the crafters / slondok industry business owners and libraries. Data collection techniques by observation, interview, and record keeping.To analyze the value-added of industrial enterprises slondok used Hayami, and to analyze the differentiation of forms and flavors slondok whether there are differences in the volume of sales used ANOVA.In the industry ring shape slondok original flavor (savory salty) value added generated by Rp 1.028,39 / kg, slondok onion rings form a sense of Rp 1.766,65 / kg, and the figure-eight shape slondokBalado sense of Rp2.059,53 / kg. Differentiation of forms and flavors slondok there is no difference in sales volume between the daily average slondok rings form the original flavor (savory salted), onion flavor slondok ring shape, and the shape of a figure eight flavors slondokBalado.

Keywords: Value Added, Product Differentiation, the Volume of Sales