

ABSTRAK

Kopi dipasarkan dalam berbagai bentuk dan variasi antara lain dalam bentuk kopi basah, kopi biji, dan kopi olahan atau bubuk. Persaingan kopi bubuk di pasaran sangat tinggi karena tersedia berbagai macam jenis dan variasi. Kapulaga merupakan salah satu rempah yang juga ditanam di wilayah perkebunan, dan menjadi komoditas ekspor. Kapulaga merupakan satu dari 9 jenis rempah-rempah utama dunia dan biasanya diperjualbelikan dalam bentuk minyak atsiri maupun dalam bentuk buah kering. Kapulaga memiliki beberapa manfaat diantaranya mengobati batuk, bau mulut, dan gatal tenggorokan, penyedap masakan, kue, gula, serta obat-obatan penghilang rasa sakit. Harga jual produk primer pertanian sering kali rendah dan sering berfluktuasi. Upaya peningkatan harga jual produk primer pertanian dapat dilakukan melalui berbagai cara, salah satunya dengan proses pengolahan untuk memberikan nilai tambah, seperti yang dilakukan oleh usaha agroindustri kopi herbal kapulaga. Tujuan penelitian untuk menganalisis: (1) pendapatan petani kopi herbal kapulaga (2) nilai tambah kopi herbal kapulaga di Desa Sumber Pakem, Kecamatan Sumberjambe, Kabupaten Jember. Metode analisis data yang digunakan adalah analisis pendapatan dan analisis nilai tambah metode Hayami. Hasil penelitian adalah: (1) pendapatan agroindustri kopi herbal kapulaga pada sebesar Rp. 13.898 /kemasan, (2) nilai tambah usaha kopi herbal kapulaga sebesar Rp 15.998 /kemasan

Kata kunci : kopi herbal kapulaga, metode Hayami, nilai tambah, pendapatan.

ABSTRACT

Coffee is marketed in various forms and variations, including wet coffee, bean coffee, and processed or ground coffee. Competition for ground coffee on the market is very high because there are various types and variations available. Cardamom is one of the spices that is also grown in plantation areas, and is an export commodity. Cardamom is one of the 9 main types of spices in the world and is usually traded in the form of essential oil or in the form of dried fruit. Cardamom has several benefits, including treating coughs, bad breath and itchy throats, flavoring dishes, cakes, sugar, and pain relievers. Selling prices for primary agricultural products are often low and fluctuate frequently. Efforts to increase the selling price of primary agricultural products can be done in various ways, one of which is processing to provide added value, as is done by the cardamom herbal coffee agro-industry business. The aim of the research is to analyze: (1) the income of cardamom herbal coffee farmers (2) the added value of cardamom herbal coffee in Sumber Pakem Village, Sumberjambe District, Jember Regency. The data analysis method used is income analysis and Hayami method of added value analysis. The results of the research are: (1) the income of the cardamom herbal coffee industry is IDR. 13,898 /pack, (2) the added value of the cardamom herbal coffee business is IDR 15.998 /pack.

Key words: added value, cardamom herbal coffee, Hayami method, , income.