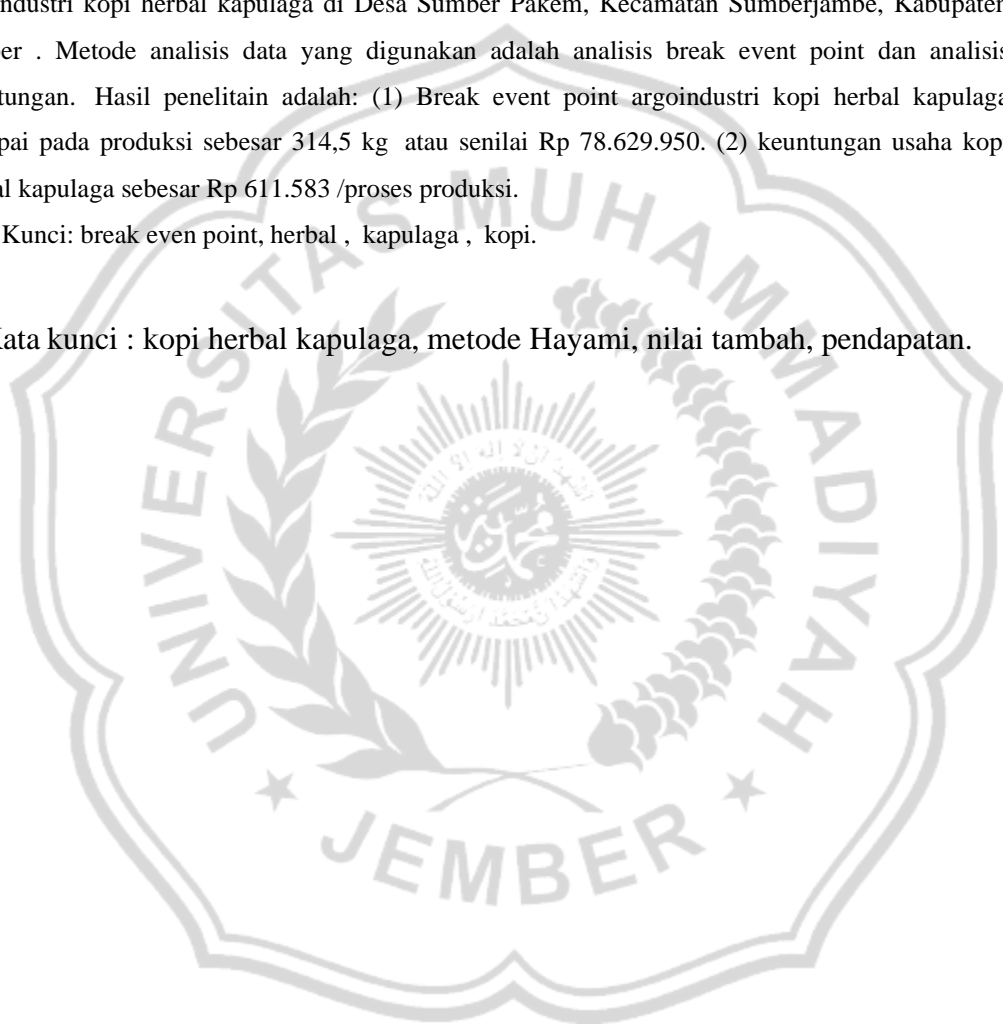


## ABSTRAK

Pertanian adalah salah satu jenis kegiatan produksi yang berlandaskan proses pertumbuhan dari tumbuh-tumbuhan dan hewan. Harga jual produk primer pertanian sering kali rendah dan sering berfluktuasi. Peningkatan harga jual produk primer pertanian dapat dilakukan melalui berbagai cara, salah satunya dengan proses pengolahan yang menghasilkan produksi melampaui titik impas dan memberikan keuntungan, seperti yang dilakukan oleh usaha agroindustri kopi herbal kapulaga. Tujuan penelitian untuk menganalisis: (1) break event point dan (2) keuntungan agroindustri kopi herbal kapulaga di Desa Sumber Pakem, Kecamatan Sumberjambe, Kabupaten Jember. Metode analisis data yang digunakan adalah analisis break event point dan analisis keuntungan. Hasil penelitian adalah: (1) Break event point agroindustri kopi herbal kapulaga tercapai pada produksi sebesar 314,5 kg atau senilai Rp 78.629.950. (2) keuntungan usaha kopi herbal kapulaga sebesar Rp 611.583 /proses produksi.

Kata Kunci: break even point, herbal, kapulaga, kopi.

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



## ABSTRACT

*Agriculture is a type of production activity that is based on the growth process of plants and animals. Selling prices for primary agricultural products are often low and fluctuate frequently. Increasing the selling price of primary agricultural products can be done in various ways, one of which is a processing process that results in production exceeding the break-even point and providing profits, as is done by the cardamom herbal coffee agro-industry business. The aim of the research is to analyze: (1) break event points and (2) profits of the cardamom herbal coffee agroindustry in Sumber Pakem Village, Sumberjambe District, Jember Regency. The data analysis methods used are break event point analysis and profit analysis. The results of the research are: (1) The break event point for the cardamom herbal coffee industry was achieved at a production of 314.5 kg or Rp. 78,629,950. (2) the profit from the cardamom herbal coffee business is IDR 611,583 / production process.*

*Keywords: break even point, cardamom, coffee. Herbal*

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

