

ABSTRAK

Usaha agroindustri tape singkong adalah usaha pengolahan singkong menjadi produk makanan tape yang relatif murah dan sehingga disukai masyarakat. Tujuan dalam penelitian ini adalah menganalisis: (1) keuntungan dan (2) efisiensi penggunaan biaya usaha tape singkong skala rumahan. Penelitian dilakukan di di Desa Wringin, Kecamatan Wringin, Kabupaten Bondowoso. Metode dasar penelitian yaitu studi kasus (case study) penentuan responden berdasarkan metode sampel jenuh dan sensus. Responden terdiri dari 22 orang yang merupakan pengusaha singkong skala rumah tangga. Pengumpulan data primer dilakukan secara wawancara dan observasi secara langsung di lapang. Data dianalisis dengan analisis keuntungan dan R/C-rasio. Dari hasil analisis didapatkan: (1) rata-rata biaya total usaha tape yaitu sebesar Rp 1.307.330,7 dan penerimaan total rata-rata Rp 2.639.556,8 sehingga keuntungan yang diterima pengusaha tape adalah sebesar 1.332.226,2. per proses produksi atau Rp 4831,2 per besek. (2) R/C rasio usaha tape rumahan sebesar 2,003. Hal ini berarti usaha agroindustri tape singkong menguntungkan dan sudah efisien dalam penggunaan biaya.

Kata kunci: tape singkong. Keuntungan, R/C rasio



ABSTRACT

The cassava tape agro-industry business is a business that processes cassava into tape food products which are relatively cheap and therefore popular with the public. The aim of this research is to analyze: (1) profits and (2) efficient use of costs in a home-scale cassava tape business. The research was conducted in Wringin Village, Wringin District, Bondowoso Regency. The basic research method is a case study, determining respondents based on saturated sampling and census methods. Respondents consisted of 22 people who were household scale cassava entrepreneurs. Primary data collection was carried out through interviews and direct observation in the field. Data was analyzed using profit analysis and R/C-ratio. From the results of the analysis it was found: (1) the average total cost of the tape business was IDR 1,307,330.7 and the average total income was IDR 2,639,556.8 so that the profit received by tape entrepreneurs was IDR 1,332,226.2 per production process or equal to IDR 4831.2 per basket. (2) The R/C ratio of the home tape business is 2.003. This means that the cassava tape agro-industry business is profitable and cost efficient.

Keywords: *cassava tape. Profit, R/C ratio*

