

ABSTRAK

Agroindustri sale pisang adalah produk olahan berbahan baku pisang yang mempunyai nilai jual lebih tinggi dibanding dengan harga bahan bakunya. Tujuan penelitian untuk: (1) mengidentifikasi apakah ada perbedaan keuntungan agroindustri sale pisang antar skala usaha di Kabupaten Banyuwangi, (2) mengidentifikasi apakah ada perbedaan nilai tambah agroindustri sale pisang antar skala usaha di Kabupaten Banyuwangi. Penelitian ini dilaksanakan di Kabupaten Banyuwangi. Data yang digunakan adalah data primer dan data sekunder. Data primer dan data sekunder selanjutnya dianalisis secara kualitatif dan kuantitatif. Metode analisis data menggunakan analisis keuntungan dan analisis nilai tambah dan uji T untuk melihat perbedaan keuntungan dan nilai tambah. Berdasarkan hasil penelitian, dapat disimpulkan bahwa: (1) Ada perbedaan keuntungan agroindustri sale pisang yang signifikan pada taraf uji 5% antar skala usaha. Keuntungan rata-rata agroindustri sale pisang skala kecil sebesar Rp 15.253 per kilogram bahan baku atau Rp 15.867/kg produk, lebih tinggi dibanding skala rumah tangga sebesar Rp 8.355 per kilogram bahan baku atau Rp 8.810/kg produk. (2) Ada perbedaan nilai tambah agroindustri sale pisang yang signifikan pada taraf uji 1% antar skala usaha. Nilai tambah rata-rata agroindustri sale pisang skala kecil sebesar Rp 22.086 per kilogram bahan baku atau Rp 23.006/kg produk lebih tinggi dibanding skala rumah tangga sebesar Rp 16.587 per kilogram bahan baku atau Rp 17.647/kg produk.

Kata Kunci: agroindustri, keuntungan, nilai tambah, pisang.

ABSTRACT

Banana agro-industry is a processed product made from bananas that has a higher selling value compared to the price of raw materials. The research aims to: (1) identify whether there are differences in the benefits of banana sale agroindustry between business scales in Banyuwangi Regency, (2) identify whether there are differences in the value added of banana agroindustry sale between business scales in Banyuwangi Regency. This research was conducted in Banyuwangi Regency. The data used are primary data and secondary data. Primary data and secondary data are then analyzed qualitatively and quantitatively. The data analysis method uses profit analysis and value added analysis and T test to see the difference in profit and value added. Based on the results of the study, it can be concluded that: (1) There are significant differences in banana sale agro-industry profits at the 5% test level between business scales. The average profit of small-scale banana agro-industry sales is Rp 15,253 per kilogram of raw materials or Rp 15,867 / kg of product, higher than the household scale of Rp 8,355 per kilogram of raw materials or Rp 8,810 / kg products. (2) There is a significant difference in the value added of banana sale agroindustry at a test level of 1% between business scales. The added value of the average small-scale banana agro-industry sale is Rp 22,086 per kilogram of raw or Rp 23.006 / kg of product material is higher than the household scale of Rp 16,587 per kilogram of raw material or Rp 17.647/kg of product.

Keywords: agroindutri, banana, profit, value added,