

ABSTRAK

Ilal Home Industry mengolah pisang menjadi keripik aneka rasa yang memiliki daya simpan lebih lama dan nilai jual lebih tinggi. Penelitian ini bertujuan untuk menganalisis nilai tambah keripik pisang menggunakan metode Hayami, mengidentifikasi faktor teknis dan pasar yang memengaruhi nilai tambah, merumuskan strategi pengembangan melalui analisis SWOT, serta menilai dampaknya terhadap ekonomi lokal. Penelitian menggunakan metode mixed method, menggabungkan data kuantitatif dari perhitungan nilai tambah serta data kualitatif dari wawancara. Hasil menunjukkan bahwa pengolahan pisang menjadi keripik memberikan nilai tambah yang tinggi. Faktor teknis seperti kualitas bahan baku, efisiensi produksi, teknologi, dan inovasi produk berpengaruh signifikan terhadap peningkatan nilai tambah. Faktor pasar meliputi strategi pemasaran, kualitas SDM, branding, dan dukungan kebijakan turut memperkuat daya saing usaha. Analisis SWOT menghasilkan strategi pengembangan yang mencakup pemanfaatan kekuatan internal, perluasan pasar, perbaikan kelemahan, serta antisipasi ancaman. Secara keseluruhan, agroindustri keripik pisang Ilal memberikan dampak positif terhadap pendapatan masyarakat, penyerapan tenaga kerja, serta penguatan ekonomi lokal di Kecamatan Bangsalsari.

Kata kunci: nilai tambah, keripik pisang, Hayami, SWOT, ekonomi lokal.



ABSTRACT

Ilal Home Industry processes bananas into various flavored banana chips, which have a longer shelf life and higher selling price. This study aims to analyze the added value of banana chips using the Hayami method, identify the technical and market factors influencing added value, formulate development strategies through SWOT analysis, and assess the agroindustry's impact on the local economy. This research employed a mixed-method approach, combining quantitative data from value-added calculations with qualitative data obtained through interviews. The results indicate that processing bananas into chips generates a high level of added value. Technical factors such as raw material quality, production efficiency, technology application, and product innovation significantly contribute to increased added value. Market-related factors—including marketing strategies, human resource capacity, branding, and government support—also strengthen the competitiveness of the business. The SWOT analysis produced several development strategies, including maximizing internal strengths, expanding market reach, improving internal weaknesses, and anticipating external threats. Overall, the Ilal banana chips agroindustry positively contributes to community income, employment opportunities, and the strengthening of the local economy in Bangsalsari District.

Keywords: added value, banana chips, Hayami method, SWOT, local economy.

