

ABSTRAK

Food loss pada komoditas buah lokal masih menjadi tantangan bagi pedagang di Kabupaten Jember karena berpotensi meningkatkan kerugian ekonomi dan harga pokok penjualan. Penelitian ini bertujuan untuk menganalisis *food loss* buah lokal pada pedagang buah di wilayah Kota Kabupaten Jember, meliputi jumlah buah yang terbuang, nilai kerugian ekonomi berdasarkan harga pokok penjualan, kenaikan harga pokok penjualan setelah terjadinya *food loss*, serta praktik penanganan buah lokal dalam meminimalkan *food loss*. Penelitian ini menggunakan metode deskriptif dengan pendekatan kuantitatif dan kualitatif. Pengambilan sampel dilakukan dengan metode *convenience sampling* terhadap 36 pedagang buah yang tersebar di Kecamatan Kaliwates, Sumpalsari, Patrang, dan Ajung. Komoditas yang diteliti yaitu jeruk, pisang, dan pepaya. Analisis data dilakukan melalui perhitungan *food loss*, nilai ekonomi *food loss*, harga pokok penjualan, serta penyesuaian harga pokok penjualan baru setelah terjadinya *food loss*. Hasil penelitian menunjukkan bahwa tingkat *food loss* buah jeruk sebesar 2,79%, pisang sebesar 8,22%, dan pepaya sebesar 11,00%. Nilai kerugian ekonomi akibat *food loss* masing-masing yaitu Rp17.756/kg untuk jeruk, Rp 5.798/kg untuk pisang, dan Rp 7.163/kg untuk pepaya pada per periode pembelian. Setelah terjadinya *food loss*, harga pokok penjualan baru meningkat sebesar 2,87% pada jeruk, 8,96% pada pisang, dan 12,36% pada pepaya. Praktik penanganan buah lokal yang dilakukan pedagang masih bersifat sederhana, seperti penyimpanan pada suhu ruang, penggunaan keranjang atau wadah terbuka, penggantungan pisang, serta pemisahan pepaya berdasarkan tingkat kematangan.

Kata kunci: buah lokal, *food loss*, harga pokok penjualan, pedagang buah, penanganan buah

ABSTRACT

Food loss in local fruit commodities is still a challenge for sellers in Jember Regency because it can increase economic losses and the cost of goods sold. This study aims to analyze the *food loss* of local fruits among fruit traders in the urban area of Jember Regency, including the amount of fruit lost, the economic loss value based on the cost of goods sold, the increase in the cost of goods sold after *food loss* occurred, and local fruit handling practices in minimizing *food loss*. This research employed a descriptive method with quantitative and qualitative approaches. The sample was selected using the *convenience sampling* method involving 36 fruit traders located in Kaliwates, Summersari, Patrang, and Ajung Districts. The commodities studied were oranges, bananas, and papayas. Data analysis was conducted by calculating *food loss*, the economic value of *food loss*, the cost of goods sold, and the adjusted new cost of goods sold after *food loss*. The results showed that the *food loss* rate for oranges was 2.79%, bananas 8.22%, and papayas 11.00%. The economic loss values due to *food loss* were IDR Rp17.756/kg for oranges, IDR Rp 5.798/kg for bananas, and IDR Rp 7.163/kg for papayas. After *food loss* occurred, the new cost of goods sold increased by 2.87% for oranges, 8.96% for bananas, and 12.36% for papayas. The local fruit handling practices implemented by traders were still relatively simple, such as storing fruits at room temperature, using baskets or open containers, hanging bananas, and separating papayas based on their ripeness level.

Keywords: cost of goods sold, fruit handling, fruit loss, fruit sellers, local fruit