

INTISARI

KELAYAKAN INDUSTRI RUMAH TANGGA BERBAHAN DASAR TEPUNG KETAN DI KECAMATAN KOTAGEDE YOGYAKARTA. 2019. GANANG MAHENDRA (Skripsi dibimbing oleh PUJASTUTI S. DIAH & FRANCY RISVANSUNA F). Usaha industri rumah tangga berbahan dasar tepung ketan yang terdiri dari produk Kipo, Yangko, Wingko, Klepon, dan Kue Ku merupakan bidang industri pangan yang diusahakan di kecamatan Kotagede, Yogyakarta. Tujuan penelitian adalah untuk mengetahui profil usaha industri, biaya, pendapatan, dan kelayakan dari usaha industri yang berbahan dasar tepung ketan berdasarkan analisis R/C, Produktivitas Modal, Produktivitas Tenaga Kerja, dan BEP. Metode yang digunakan adalah deskripsi analisis dengan metode survey. Penentuan lokasi dilakukan secara purposive, pengambilan sampel secara snowball dan didapat sampel sebanyak 29. Hasil penelitian menunjukkan bahwa usaha industri dianalisis per minggu secara berurutan memiliki total biaya sebesar Rp 3.064.367, Rp 7.951.447, Rp 1.976.581, Rp 1.589.040, dan Rp 1.375.746. Pendapatan yang diperoleh Rp 1.370.672, Rp 4.972.650, Rp 1.358.769, Rp 1.220.566, dan Rp 1.106.254, keuntungan masing-masing Rp 946.744, Rp 4.252.839, Rp 873.419, Rp 810.960, dan Rp 684.254. Kelayakan usaha dikatakan layak dengan R/C sebesar 1,31, 1,53, 1,44, 1,51, dan 1,50. Produktivitas modal sebesar 35,95%, 58,90%, 58,67%, 68,85%, dan 71,84%, produktivitas tenaga kerja sebesar Rp 123.634, Rp 253.834, Rp 107.984, Rp 116.889, dan Rp 99.822. BEP harga sebesar Rp 2.013, Rp 10.102, Rp 1.040, Rp 993, dan Rp 1.166, serta BEP produk sebanyak 1.163 biji, 513 biji, 1.318 biji, 1.059 biji, dan 788 biji.

Kata kunci: tepung ketan, biaya, keuntungan, kelayakan usaha

ABSTRACT

WORTHINESS OF HOUSEHOLD INDUSTRY THAT IS USED STICKY RICE FLAVOUR AS THE MAIN INGREDIENT IN KOTAGEDE YOGYAKARTA. 2019. GANANG MAHENDRA. (This thesis is conducted by PUJIASTUTI S. DIAH & FRANCY RISVANSUNA F). A household industry that the main ingredient is sticky rice flavour contains Kipo, Yangko, Wingko, Kelson, and Kue Ku is a food industry that runs in Kotagede, Yogyakarta. The purpose of this research is to know the industry's profile, the cost, the income, and the worthiness from this business that uses sticky rice as the main ingredient based on R/S analysis, the productivity of the capital, the productivity of the labour and BEP. The method that is used is the analysis description with method survey. The location is determined in a purposive way, the sample is taken by the snowball method and it got 29 samples. The result shows, the industrial business that is analyzed per week in a sequence has the total cost IDR 3.064.367, IDR 7,951,447, IDR 1,976,581, IDR 1.589,040, and IDR 1,375746. The income that is gotten IDR 1,370,672, IDR 4,972,650 IDR 3,898,211, IDR 800,291, IDR 753,122, and IDR 673,484. The business' worthiness is worthy with R/C of 1.31, 1.53, 1.44, 1.51 and 1.50. The labour's productivity is IDR 123,634, IDR 253,834, IDR 107,984, IDR 116,889 and IDR 99,822. BEP's price is IDR 2,013, IDR 10,102, IDR 1,040, IDR 993, IDR 1,166, and BEP's product is 1,163 pieces 513 pieces, 1,318 pieces, 1,059 pieces, and 788 pieces.

Keywords: sticky rice flavour, cost, profit, business' worthiness