

## ABSTRACT

**FEASIBILITY ANALYSIS AND ADDED VALUE OF MOCAF PROCESSED PRODUCTS IN TANJUNGSARI DISTRICT, GUNUNG KIDUL DISTRICT.** (Thesis is guided by *Francy Risvansuna F, SP, MP. & Ir Eni Istiyanti, MP.*). This study aims to determine the income, profits, feasibility and added value of processed mocaf products in Tanjungsari District. Determination of the location of research carried out deliberately (purposive) and census determination of respondents. The number of respondents was 4 agro-industries with 14 products divided into pure mocaf products including mocaf crackers, mocaf sticks, mocaf cookies, putu ayu, tiwul ayu, rolled sponge, mandarin, mocaf sponge, brownies and additional mocaf processed products including cassava leaf crisps, putu ayu, tiwul ayu, rolled sponge, mandarin, mocaf sponge, brownies and additional mocaf processed products including cassava leaf chips, putu ayu, tiwul ayu, rolled sponge, mandarin, mocaf sponge, brownies and additional mocaf processed products including cassava leaf chips, cassava leaves, ayuul ayu, rolled sponge, mandarin, mocaf sponge, brownies and additional processed mocaf products including cassava leaf crisps, bitter melon chips, eggplant chips, crispy wader and crispy seaweed. The largest income of pure mocaf processed products is roll cake with a value of Rp1,234,205 per month, while the largest additional processed mocaf product is crispy seaweed Rp952,229.17. The biggest advantage of pure mocaf processed products is mandarin Rp749,157.30 per month, while processed mocaf tambaha products are crispy seaweed Rp590,362.92. Feasibility based on the R / C value of processed pure mocaf products or additional mocaf has a value of > 1 so that it is said to be feasible. Based on the labor productivity of processed mocaf products it is said to be feasible because it has a value greater than the wages of local laborers. Based on the productivity of mocaf processed capital products, it is said to be feasible because it has a greater value than bank interest rates. The highest added value ratio of pure mocaf processed products is 74.11% mocaf cookies. In the future, it is hoped that the agro-industry will be able to analyze which products are more profitable and attractive to consumers so that the agro-industry can produce products more optimally.

*Keywords: Mocaf, Value Added, Feasibility, Profit, Revenue*

