

ABSTRACT

ANALYSIS OF FEASIBILITY AND ADDITIONAL VALUE OF TAMARILLO PROCESSING INDUSTRIES IN WONOSOBO REGENCY. 2019. ELITA KHAIRUNNISAA (Thesis guided by Francy Risvansuna F and Eni Istiyanti) This study aims to i) know the amount of costs, revenues, income and profits of processed tamarillo, ii) know the feasibility of processing tamarillo, and iii) know the value added of processed tamarillo in the Wonosobo Regency. The research method used was descriptive quantitative with the respondents as many as 6 processed industries tamarillo in Wonosobo Regency. The results of the analysis show that candied products cost as much as Rp. 3,298,311 with revenues of Rp. 6,082,031, so as to obtain income of Rp. 3,436,230 and profits of Rp. 2,783,720. The value added obtained is Rp. 34,654. Fruit juice products require a cost of Rp. 1,429,183, with revenues of Rp. 2,250,000 and income of Rp. 960,488, so that a profit of Rp. 820,817 is obtained. The value added of tamarillo from fruit juice products is Rp 20,010. The total cost used to make dodol is Rp. 984,853, with revenues of Rp. 2,000,000 and income of Rp. 1,072,106, resulting in a profit of Rp. 1,015,147. Tamarillo value added of dodol products amounted to Rp 159,638. The cost used for tamarillo wajik products is Rp. 554,449, with revenues of Rp. 800,000 and income of Rp. 299,306. so that a profit of Rp. 245,551 was obtained. The value added of tamarillo from wajik products is Rp. 86,077. the last is the cost used to make sweet pumpkin sweets in the amount of Rp 2,841,901, with the revenue obtained in the amount of Rp 5,250,000 and income of Rp 3,143,895. the profit obtained from this product is Rp. 2,408,099. The value added obtained from this product is Rp 50,913. All products have more than one R/C value, which means that all processed tamarillo is feasible. The largest R/C value is dodol products of 2.03.

Keywords: feasibility, industry, tamarillo, value added