

INTISARI

Penelitian yang berjudul “**KELAYAKAN INDUSTRI RUMAH TANGGA GULA KELAPA DI DESA LUWENG LOR KECAMATAN PITURUH KABUPATEN PURWOREJO**” (Skripsi dibimbing oleh Ir. Eni Istiyanti, M.P. dan Francy Risvansuna F., S.P., M.P.) bertujuan untuk mengetahui biaya, penerimaan, pendapatan, keuntungan dan kelayakan industri rumah tangga gula kelapa. Teknik penentuan lokasi dilakukan secara sengaja (*purposive*), sedangkan pengambilan sampel dilakukan secara *simple random sampling*. Data yang digunakan adalah data proses produksi selama satu minggu pada bulan Mei – Juni 2017. Hasil analisis menunjukkan bahwa biaya untuk produksi gula kelapa satu minggu sebesar Rp. 554.202,-. Penerimaan yang diperoleh sebesar Rp. 567.296,-. Pendapatan yang diperoleh yaitu sebesar Rp. 427.561,- dan keuntungan sebesar Rp. 13.095,-. Dari sisi kelayakan, industri rumah tangga gula kelapa di Desa Luweng Lor Kecamatan Pituruh Kabupaten Purworejo layak diusahakan, karena hasil dari analisis nilai R/C lebih dari 1 yaitu sebesar 1,02. Produktivitas modal sebesar 1,93% lebih besar dari suku bunga pinjaman bank sebesar 0,18%. Produktivitas tenaga kerja sebesar Rp.112.729,- melebihi upah di Desa Luweng Lor per hari yakni Rp.40.000,-. BEP harga sebesar Rp.13.106,- lebih kecil dari harga gula kelapa di Desa Luweng Lor yaitu sebesar Rp. 13.313,-/kg. Sedangkan BEP produksi sebanyak 42 kg lebih kecil dari jumlah produksi gula kelapa yaitu 43 kg/minggu.

Kata kunci : Kelayakan, Industri Rumah Tangga, Gula Kelapa

***Eligibility of The Coconut Sugar Household Industry in Luweng Lor Village
Pituruh District Purworejo Regency***

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ABSTRACT

This research entitled “Eligibility of The Coconut Sugar Household Industry in Luweng Lor Village Pituruh District Purworejo Regency” aims to know the cost, revenues, income, profit, and eligibility of coconut sugar household industry. Location determination technique done purposive, whereas sampling is done in simple random sampling. The data used is the production process data for one week in May - June 2017. The analysis shows that the cost for production of one week of coconut sugar is Rp. 554202,-. Revenue in the number of Rp.567.296,-. Income earned is Rp. 427.561,- and profit Rp. 13.095. From eligibility aspect, the research shows coconut sugar household industry which located in Luweng Lor village, Pituruh District, Purworejo Regency is eligible, because the result analysis of R/C value is more than 1, which is in the number of 1,02. Productivity of capital is 1,93% which has bigger number than bank’s loan interest rate in 0,18%. Labor productivity is Rp. 112.729,- exceeding wages in Luweng Lor villagers which only Rp.40.000,-/Day. BEP price is Rp. 13.106,- in a lower price compare with the price of coconut sugar household industry in Luweng Lor village which in the number of Rp. 13.313,-/kg. While BEP production is 42 kg lower than the production of other coconut sugar household production which is 43 kg/week.

Keywords: Eligibility, Household Industry, Coconut Sugar