

## ABSTRAK

**ANALISIS KELAYAKAN DAN NILAI TAMBAH PRODUK OLAHAN MOCAF DI KABUPATEN GUNUNG KIDUL DAERAH ISTIMEWA YOGYAKARTA. (Skripsi dibimbing oleh Francy Risvansuna F, SP, MP & Ir. Eni Istiyanti, MP).** Penelitian ini bertujuan untuk mengetahui penerimaan, pendapatan dan keuntungan, kelayakan dan nilai tambah produk olahan mocaf di Kabupaten Gunung Kidul. Penentuan lokasi penelitian dilakukan secara sengaja (*purposive*) serta penentuan responden dilakukan secara sensus. Jumlah responden yaitu 3 agroindustri dengan 8 produk yang dibedakan menjadi produk olahan mocaf murni meliputi eggroll; produk olahan mocaf campuran utama meliputi mie, bolen, tiwul ayu dan brownies; serta produk olahan mocaf campuran tambahan meliputi keripik pare, keripik terong dan keripik daun singkong. Penerimaan produk olahan mocaf murni sebesar Rp 950.000 per minggu, penerimaan terbesar produk olahan mocaf campuran utama yaitu bolen sebesar Rp 9.000.000 dan penerimaan produk olahan mocaf campuran tambahan sebesar Rp 1.250.000. Pendapatan dan keuntungan produk olahan mocaf murni dengan nilai Rp 379.115 dan Rp 299.203 per minggu, pendapatan dan keuntungan terbesar produk olahan mocaf campuran utama yaitu bolen dengan nilai Rp 6.863.620 dan Rp 6.733.942, dan pendapatan dan keuntungan terbesar produk olahan mocaf campuran tambahan yaitu keripik pare dengan nilai Rp 893.172 dan Rp 877.589. Kelayakan berdasarkan nilai R/C pada produk olahan mocaf murni, produk olahan mocaf campuran utama dan produk olahan mocaf campuran tambahan memiliki nilai  $> 1$  sehingga dikatakan layak. Berdasarkan produktivitas tenaga kerja produk olahan mocaf dikatakan layak karena memiliki nilai lebih besar dari upah buruh setempat. Berdasarkan produktivitas modal produk olahan mocaf dikatakan layak karena memiliki nilai lebih besar dari suku bunga bank. Rasio nilai tambah produk mocaf murni sebesar 40,7% serta rasio nilai tambah terbesar produk mocaf campuran utama yaitu bolen sebesar 76,3%. Kedepannya diharapkan agroindustri lebih meningkatkan jumlah produksi bolen karena memiliki rasio nilai tambah dan R/C terbesar.

Kata kunci : Keuntungan, Kelayakan, Nilai Tambah, Olahan Mocaf

## ABSTRACT

**FEASIBILITY ANALYSIS AND VALUE ADDED OF MOCAF PROCESSED PRODUCTS IN GUNUNG KIDUL REGENCY, SPECIAL REGION OF YOGYAKARTA.** (Thesis guided by *Francy Risvansuna F, SP, MP & Ir. Eni Istiyanti, MP*). This research aims to determine revenue, income and profit, feasibility and value added of processed mocaf products at Gunung Kidul Regency. The determination of the location of the research carried out deliberately (purposive) and the determination of the respondent by census. The number of respondents is 3 agroindustries with 8 products that are divided into pure mocaf product include eggroll; main mixed mocaf products include noodles, bolen, tiwul ayu and brownies; and additional mixed mocaf products include pare chips, eggplant chips and cassava leaf chips. Revenue of pure mocaf product amount to Rp 950.000 per week, the biggest revenue of main mixed mocaf product is bolen of Rp 9.000.000 and revenue of additional mixed mocaf product amount to Rp 1.250.000. Income and profit of pure mocaf product with a value of Rp 379.115 and Rp 299.203 per week, the biggest income and profit of the main mixed mocaf product is bolen with a value of Rp 6.863.620 and Rp 6.733.942 and the biggest income and profit of additional mixed mocaf product is pare chips with a value of Rp 893.172 and Rp 877.589. The feasibility is based on the value of R/C on pure mocaf product, main mixed mocaf product and additional mixed mocaf product have a value of  $> 1$  so that it is said to be feasible. Based on the labor productivity of processed mocaf product it is said to be feasible because it has a value greater than the wages of local laborers. Based on the capital productivity of processed mocaf product it is said to be feasible because it has a value greater than the bank interest rate. The value added ratio of pure mocaf product is 40,7% and the biggest value added ratio of main mixed mocaf product is bolen of 76,3%. In the future, it is suggested that agroindustry to increase the amount of bolen production because it has the biggest value added ratio and R/C.

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