

ABSTRACT

ANALYSIS OF ADDED VALUE OF CASSAVA INTO KREMES (Case of the SME Kremes "Komodo" in Margaluyu Village, Cikoneng District, Ciamis Regency)

By

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Kremes is a snack made from cassava. The development of the processing industry is expected to make agricultural products into products with high added value and economic value, so that it can increase profits for the kremes agro-industry company. The purpose of this study was to determine the amount of added value of processing cassava into kremes and the amount of labor productivity from processing cassava into kremes. This research was conducted from February 2024 to July 2024. The research method used a case study method. The location of the study was taken intentionally (purposive), at the IKM Kremes "Komodo" Margaluyu Village, Cikoneng District, Ciamis Regency. The analytical tool used was Hayami's added value analysis. The results of the study showed the added value obtained in one production process was IDR 3,767 per kg of raw materials with a ratio of 32.09 percent per production process. The added value ratio is included in the moderate category because it is between 15-40 percent based on Hubeis' statement. Meanwhile, the productivity of labor in IKM Kremes "Komodo" is that every 1 hour of work a person will produce 3.5 kg of kremes. This shows that the productivity of the labor of IKM kremes "Komodo" is not good, because the productivity value is less than 7.2 kg based on the statement of Heizer and Render.

Keywords: Added Value, Agroindustry, Cassava, Kremes