ABSTRAK

**ANALISIS NILAI TAMBAH DAN KELAYAKAN USAHA
PENGOLAHAN KERIPIK DAUN ANGGUR**

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Perkembangan agroindustri di Kecamatan Padaherang menjadikan daun anggur memiliki nilai ekonomi. Penelitian ini bertujuan untuk mengetahui keragaan usaha, nilai tambah dan kelayakan usaha. Penelitian dilakukan di Kelompok Taruna Tani Mekar Bayu, Desa Ciganjeng, Kecamatan Padaherang, Kabupaten Pangandaran. Tempat penelitian ditentukan secara sengaja *(purposive)*. Waktu Penelitian dilaksanakan dari bulan Desember 2024 sampai dengan Juli 2025. Metode penelitian menggunakan metode studi kasus. Data yang diambil berupa data primer dan data sekunder. Alat analisis yang digunakan adalah analisis deskriptif, analisis nilai tambah menggunakan metode hayami dan analisis kelayakan usaha menggunakan R/C ratio. Berdasarkan hasil penelitian diketahui bahwa proses pengolahan keripik daun anggur dimulai dari pemetikan daun, pencucian daun, pembuatan adonan, penggorengan, penirisan keripik daun anggur, dan packing keripik daun anggur. Nilai tambah yang diperoleh pada pengolahan keripik daun anggur yaitu sebesar Rp 165.825 dengan rasio nilai tambah sebesar 47 persen yang termasuk kriteria tinggi. Nilai R/C ratio sebesar 1,21 artinya usaha pengolahan keripik daun anggur layak dan menguntungkan.

Kata kunci: Daun Anggur, Keripik, Nilai Tambah, Kelayakan Usaha

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The development of agro-industry in Padaherang District has increased the economic value of grape leaves. This study aims to examine the business profile, value-added, and feasibility of the enterprise. The research was conducted at the Taruna Tani Mekar Bayu Group, Ciganjeng Village, Padaherang District, Pangandaran Regency. The research location was selected purposively. The study was carried out from December 2024 to July 2025 using a case study method. The data collected included both primary and secondary data. The analytical tools used were descriptive analysis, value-added analysis using the Hayami method, and business feasibility analysis using the R/C ratio. The results showed that the processing of grape leaf chips involves several stages: picking the leaves, washing the leaves, preparing the batter, frying, draining the chips, and packaging the grape leaf chips. The value-added generated from the processing of grape leaf chips was IDR 165,825 with a value-added ratio of 47percent, which is considered high. An R/C ratio 1,21 indicates that the grape leaf chips processing business feasible and profitable.

Keywords: Grape Leaves, Chips, Added Value, Business Feasibility