

ABSTRACT

ANALYSIS PERFORMANCE OF THE AGRO-INDUSTRY BAKPIA PINGPONG IN PUNGGUR SUBDISTRICT CENTRAL LAMPUNG DISTRICT

By

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This study aims were analyze (1) the contribution of stuffing ingredients to the production of Bakpia Pingpong, (2) production performance of Bakpia Pingpong Agroindustry, (3) financial performance of Bakpia Pingpong Agroindustry. This research uses a case study method on Bakpia Pingpong Agroindustry in Punggur Subdistrict, Central Lampung District. The research data was collected from April 2020 to June 2020. Data analysis method used were quantitative and qualitative descriptive analysis. The results of this study indicate that the contribution of the stuffing to the making of bakpia ping pong was different for each flavor variation. Based on the amount in the production of bakpia pingpong the contribution of green beans was 16.66 percent, red beans wa 18.89 percent, pumpkin was 18, 05 percent and purple sweet potato was 18.05 percent, while based on the cost contribution of green beans was 27.14 percent, red beans was 27.98 percent, pumpkin was 12.68 percent, and purple sweet potatoes was 14.84 percent. The physical production performance of Bakpia Pingpong Agroindustry as seen from productivity and measurable capacity was quite good when compared to previous research, the quality of bakpia based on consumer perspective in the category was good. The financial performance of Agroindustry Bakpia Pingpong is seen from the advantages of each flavor variant classified as feasible and profitable.

Keyword: agroindustry, contribution, performance, bakpia

ABSTRAK

ANALISIS KINERJA AGROINDUSTRI BAKPIA PINGPONG DI KECAMATAN PUNGGUR KABUPATEN LAMPUNG TENGAH

Oleh

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Penelitian ini bertujuan untuk menganalisis (1) kontribusi bahan isian pada produksi bakpia Pingpong, (2) kinerja produksi Agroindustri Bakpia Pingpong, (3) kinerja keuangan Agroindustri Bakpia Pingpong. Penelitian ini menggunakan metode studi kasus pada Agroindustri Bakpia Pingpong di Kecamatan Punggur Kabupaten Lampung Tengah. Data penelitian dikumpulkan pada April 2020 hingga Juni 2020. Metode analisis data yang digunakan pada penelitian ini adalah analisis deskriptif kuantitatif dan kualitatif. Hasil penelitian ini menunjukkan bahwa kontribusi bahan isian terhadap pembuatan bakpia pingpong berbeda-beda untuk masing-masing variasi rasa, berdasarkan jumlahnya pada produksi bakpia pingpong kontribusi kacang hijau sebesar 16,66 persen, kacang merah sebesar 18,89 persen, labu kuning sebesar 18,05 persen dan ubi ungu sebesar 18,05 persen, sedangkan berdasarkan biaya kontribusi biaya kacang hijau sebesar 27,14 persen, kacang merah sebesar 27,98 persen, labu kuning sebesar 12,68 persen, dan ubi ungu sebesar 14,84 persen. Kinerja produksi Agroindustri Bakpia Pingpong secara fisik yang dilihat dari produktivitas dan kapasitas terukur cukup baik jika dibandingkan dengan penelitian terdahulu, kualitas bakpia berdasarkan perspektif konsumen dalam kategori baik . Kinerja keuangan Agroindustri Bakpia Pingpong dilihat dari keuntungan menunjukkan masing-masing varian rasa tergolong layak dan menguntungkan.

Kata kunci: agroindustri, kontribusi, kinerja, bakpia