

ABSTRAK

ANNA HANARIAH. 2026. Analisis kelayakan usaha keripik singkong koet daun jeruk di Kelurahan Linggasari Kecamatan Ciamis Kabupaten Ciamis. Dibawah Bimbingan **Benidzar M. Andrie** dan **Anisa Puspitasari**.

Singkong merupakan komoditas yang melalui pengolahan dapat memberikan nilai tambah. Melalui agroindustri singkong dapat diolah menjadi keripik singkong. Oleh karena itu tujuan Penelitian ini adalah untuk mengetahui biaya produksi, penerimaan, dan pendapatan usaha serta menganalisis usaha Industri keripik singkong “*Koet Daun Jeruk*” di Kabupaten Ciamis. Penelitian dilakukan di usaha keripik singkong “*Koet Daun Jeruk*” karena usaha ini sudah berjalan selama 7 tahun sejak 2019 hingga sekarang. Lokasi Industri Rumah Tangga keripik singkong “*Koet Daun Jeruk*” berada di Kelurahan Linggasari Kecamatan Ciamis Kabupaten Ciamis. Pengambilan data dilakukan dengan wawancara kepada pemilik usaha industri rumah tangga Keripik Singkong *Koet Daun Jeruk*. Metode pengambilan sampel dengan metode sensus, responden yang diambil sebanyak 1 orang yaitu ibu Fina Afrianti sebagai pemilik industri rumah tangga keripik singkong “*Koet Daun Jeruk*”. Data dianalisis dengan menggunakan analisis kelayakan usaha menggunakan metode RCR (*Revenue Cost Ratio*) Hasil Penelitian Menunjukkan: (1) Total biaya produksi sebesar Rp. 1.928.485, (2) Penerimaan sebesar Rp.3.250.000, (3) Pendapatan sebesar Rp. 1.321.515 (4) R/C Ratio sebesar 1,68 hal ini membuktikan bahwa usaha keripik singkong “*Koet Daun Jeruk*” layak untuk di kembangkan. harga perbungkus keripik singkong *koet* daun jeruk adalah sebesar Rp.15.000.

Kata Kunci : *Singkong, Agroindustri, Kelayakan*

ABSTRACT

ANNA HANARIAH.2026. *Feasibility analysis of cassava chips with lime leaves in Linggasari Village, Ciamis District, Ciamis Regency. Under the guidance of Benidzar M. Andrie and Anisa Puspitasari.*

Cassava is a commodity that through processing can provide added value. Through the agro-industry, cassava can be processed into cassava chips. Therefore, the purpose of this study is to determine the production costs, revenue, and business income and analyze the cassava chips industry business "Koet Daun Jeruk" in Ciamis City. The study was conducted at the cassava chips business "Koet Daun Jeruk" because this business has been running for 7 years since 2019 until now. The location of the cassava chips household industry "Koet Daun Jeruk" is in Linggasari Village, Ciamis District, Ciamis Regency. Data collection was carried out by interviewing the owner of the Koet Daun Jeruk Cassava Chips household industry. The sampling method used the census method, the respondents taken were 1 person, namely Mrs. Fina Afrianti as the owner of the cassava chips household industry "Koet Daun Jeruk". The data were analyzed using a business feasibility analysis using the RCR (Revenue Cost Ratio) method. The results of the study show: (1) Total production costs of Rp. 1,928,485, (2) Income of Rp. 3,250,000, (3) Income of Rp. 1.321.515 (4) R/C Ratio of 1.68, this proves that the "Koet Daun Jeruk" cassava chips business is worth developing. The price per pack of Koet Daun Jeruk cassava chips is Rp. 15,000.

Keywords: *Cassava, Agroindustry, Feasibility*