

ABSTRAK

SHELLA MUSEU DEWI. 2024. Analisis Pendapatan Agroindustri Pada *Home Industry* Manisan Terong Ungu (Studi Kasus Pada *Home Industry* Manisan Terong Ungu di Dusun Cikembang Desa Selamanik Kecamatan Cipaku Kabupaten Ciamis). Di bawah bimbingan **AGUS YUNIAWAN ISYANTO** dan **SUDRAJAT**.

Penelitian ini dilaksanakan dengan tujuan untuk mengetahui: (1) Besarnya Biaya, penerimaan, dan pendapatan agroindustri manisan terong ungu pada *home industry* di Dusun Cikembang Desa Selamanik Kecamatan Cipaku Kabupaten Ciamis; (2) Kelayakan usaha agroindustri manisan terong ungu pada *home industry* di Dusun Cikembang Desa Selamanik Kecamatan Cipaku Kabupaten Ciamis. Jenis penelitian yang digunakan dalam penelitian ini adalah studi kasus. Data yang dikumpulkan meliputi data primer dan data sekunder. Teknik pengumpulan data dilakukan dengan wawancara, pencatatan dan dokumentasi. Teknik penarikan sampel dilakukan dengan metode *purposive sampling*. Hasil penelitian menunjukkan bahwa: (1) Besarnya biaya yang dikeluarkan dalam satu kali proses produksi sebesar Rp.234.320, besarnya penerimaan yang diperoleh sebesar Rp. 280.000 dan besarnya pendapatan Rp.45.680 (2) Besarnya R/C dalam satu kali proses produksi adalah sebesar 1,19. Dengan demikian usaha Agroindustri Manisan Terong Ungu menguntungkan dan layak untuk dilanjutkan.

Kata Kunci: Analisis Pendapatan, Kelayakan, Agroindustri, Manisan Terong Ungu.

ABSTRACT

SHELLA MUSEU DEWI. 2024. *Agroindustry Income Analysis in the Purple Eggplant Candied Home Industry (Case Study on Purple Eggplant Candied Home Industry in Cikembang Hamlet, Selamanik Village, Cipaku District, Ciamis Regency). Under the guidance of AGUS YUNIAWAN ISYANTO and SUDRAJAT.*

This study was conducted with the aim of knowing: (1) The amount of costs, revenue, and income of agro-industry candied purple eggplant on home industry in Cikembang Hamlet, Selamanik Village, Cipaku Subdistrict, Ciamis Regency; (2) The feasibility of agro-industry business candied purple eggplant on home industry in Cikembang Hamlet, Selamanik Village, Cipaku Subdistrict, Ciamis Regency. The type of research used in this research is a case study. The data collected include primary data and secondary data. Data collection techniques were carried out by interviewing, recording and documentation. The sampling technique was carried out by purposive sampling method. The results showed that: (1) The amount of costs incurred in one production process amounted to Rp.234,320, the amount of revenue earned was Rp. 280,000 and the amount of income was Rp.45,680 (2) The amount of R / C in one production process was 1.19. Thus the Purple Eggplant Candied Agroindustry business is profitable and feasible to continue.

Keywords: Income Analysis, Feasibility, Agroindustry, Candied Purple Eggplant.