

ABSTRAK

DINI HERAWATI, 2025. Keragaan Agroindustri Sale Pisang (Studi Kasus pada KWT Harapan Mukti di Desa Parakanhonje Kecamatan Bantarkalong Kabupaten Tasikmalaya). Dibawah Bimbingan **Sudrajat dan Tiktiek Kurniawati.**

Pisang merupakan salah satu komoditas unggulan di Indonesia, yang mudah rusak jika tidak segera diolah. Hal ini, mendorong perlunya pengolahan pascapanen seperti sale pisang untuk meningkatkan nilai ekonomi dan daya saing produk. Penelitian ini bertujuan untuk menganalisis 1) keragaan agroindustri sale pisang di KWT Harapan Mukti di Desa Parakanhinje, Kecamatan Bantarkalong, Kabupaten Tasikmalaya, 2) saluran pemasaran, 3) pendapatan, 4) R_c ratio dan 5) nilai tambah. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan studi kasus, serta menggunakan teknis *purposive sampling* dalam pemilihan sampel atau melibatkan seluruh anggota KWT Harapan Mukti sebagai responden sebanyak 7 orang. Hasil penelitian menunjukkan bahwa 1) kapasitas produksi sale pisang berkisar antara 30–100 kg pisang segar per periode produksi, dengan penyusutan bahan baku mencapai 70%. Proses produksi dilakukan secara tradisional, yang mampu menghasilkan produk dengan tekstur renyah, cita rasa manis alami, dan daya simpan 1–2 bulan. 2) Terdapat dua saluran pemasaran, yaitu saluran I (Produsen – Konsumen) dan Saluran II (Produsen – Pedagang Pengecer – Konsumen). 3) Total biaya yang dikeluarkan dalam satu kali proses produksi sebesar Rp461.968,09, dengan total penerimaan sebesar Rp900.000,00 dan pendapatan sebesar Rp438.031,91, 4) R/C sebesar 1,95, sehingga dapat disimpulkan bahwa agroindustri sale pisang di Desa berada pada posisi menguntungkan dan layak diusahakan, dan 5) Nilai tambah mencapai Rp7.399,40/kg. Dengan demikian, agroindustri sale pisang di Desa Parakanhonje berpotensi dikembangkan sebagai usaha ekonomi produktif berbasis potensi lokal di pedesaan.

Kata Kunci: Agroindustri, Keragaan, Nilai Tambah, Sale Pisang.

ABSTRACT

DINI HERAWATI, 2025. *Performance of Banana Sale Agroindustry (Case Study at KWT Harapan Mukti in Parakanhonje Village, Bantarkalong Subdistrict, Tasikmalaya Regency). Under the guidance of Sudrajat and Tiktiek Kurniawati.*

Bananas are one of the leading commodities in Indonesia, which are easily damaged if not processed immediately. This encourages the need for post-harvest processing such as banana sales to increase the economic value and competitiveness of products. This study aims to analyze 1) the diversity of the banana sale agroindustry at KWT Harapan Mukti in Parakanhinje Village, Bantarkalong District, Tasikmalaya Regency, 2) marketing channels, 3) income, 4) RC ratio, and 5) added value. This study uses a qualitative descriptive method with a case study approach, and uses purposive sampling techniques in sample selection or involving all members of KWT Harapan Mukti as 7 respondents. The results of the study show that 1) the production capacity of banana sale ranges from 30–100 kg of fresh bananas per production period, with a shrinkage of raw materials reaching 70%. The production process is carried out traditionally, which is able to produce products with a crispy texture, natural sweet taste, and a shelf life of 1–2 months. 2) There are two marketing channels, namely channel I (Producer – Consumer) and Channel II (Producer – Retailer – Consumer). 3) The total cost incurred in one production process is IDR 461,968.09, with a total revenue of IDR 900,000.00 and income of IDR 438,031.91, 4) R/C is 1.95, so it can be concluded that the banana sale agro-industry in the village is in a profitable position and is worth pursuing. and 5) The added value reached IDR 7,399.40/kg. Thus, the banana sale agroindustry in Parakanhonje Village has the potential to be developed as a productive economic business based on local potential in the countryside.

Keywords: *Agroindustry, Performance, Value Added, Banana Sale.*