

## ABSTRAK

**Andria Nur. 105961103220.** Analisis Nilai Tambah Produk Gula Aren di Desa Seppong Kecamatan Tammerodo Kabupaten Majene. Dibimbing oleh DEWI SARTIKA dan ANDI RAHAYU ANWAR

Penelitian ini bertujuan untuk menganalisis nilai tambah gula aren dan proses produksi gula aren di Desa Seppong Kecamatan Tammerodo Kabupaten Majene. Teknik pengambilan sampel yang digunakan adalah sensus, dengan populasi sebanyak 10 orang sedangkan yang digunakan sampel sebanyak 10 orang pengrajin gula aren. Teknik analisis data menggunakan metode Hayami yang menggunakan data primer dan sekunder.

Hasil penelitian menunjukkan bahwa proses pengolahan gula aren di Desa Seppong masih bersifat tradisional. Nilai output dari pengolahan nira menjadi gula aren di daerah penelitian sebesar Rp 142.000 /satu kali produksi. Nilai tambah yang diperoleh dari pengolahan nira menjadi gula aren sebesar Rp 1.510 dengan rasio nilai tambah sebesar 19,33%

Kata kunci: Nilai Tambah, Usaha Gula Aren, Desa Seppong



## **ABSTRACT**

**Andria Nur. 105961103220** *Analysis of the Added Value of Palm Sugar Products in Seppong Village, Tammerodo District, Majene Regency. Supervised by DEWI SARTIKA and ANDI RAHAYU ANWAR*

*This research aims to analyze how much added value palm sugar has and the palm sugar production process in Seppong Village, Tammerodo District, Majene Regency. The sampling technique uses the census method. The number of samples used in this research was 10 people, data collected from primary data and secondary data. The method used is the Hayami method.*

*The research results show that the palm sugar processing process in Seppong Village still uses traditional methods. Revenue from processing palm sap into palm sugar in the research area is IDR. 142.000. within one month of production. The added value obtained from processing palm sap into palm sugar is IDR 1.510 with a value added ratio of 19,33%*

*Keywords: value added, palm sugar processing Business, Seppong village*

