

ABSTRAK

MUH YAHYA FATTAH. Analisis Kelayakan Usaha Agroindustri Minyak Kelapa di Kelurahan Malunda, Kecamatan Malunda, Kabupaten Majene. Dibimbing Oleh SRI MARDIYATI dan RASDIANA MUDATSIR.

Penelitian ini bertujuan untuk menganalisis kelayakan usaha agroindustri minyak kelapa di Kelurahan Malunda, Kecamatan Malunda, Kabupaten Majene. Metode analisis yang digunakan meliputi analisis pendapatan dan analisis kelayakan finansial melalui pendekatan Revenue Cost (R/C) Ratio. Hasil penelitian menunjukkan bahwa usaha minyak kelapa memberikan keuntungan yang nyata bagi pelaku usaha dengan total pendapatan bersih sebesar Rp 1.219.325 per bulan. Nilai R/C Ratio sebesar 1,46 mengindikasikan bahwa setiap pengeluaran sebesar Rp 1,00 mampu menghasilkan penerimaan sebesar Rp 1,46, sehingga usaha ini tergolong efisien dan menguntungkan. Berdasarkan hasil tersebut, dapat disimpulkan bahwa usaha agroindustri minyak kelapa di wilayah penelitian layak untuk diusahakan dan berpotensi dikembangkan lebih lanjut guna meningkatkan pendapatan masyarakat setempat.

Kata Kunci: Kelayakan, Agroindustri, Minyak kelapa, R/C Ratio, Pendapatan



ABSTRACT

MUH YAHYA FATTAH. Feasibility Analysis of Coconut Oil Agroindustry in Malunda Village, Malunda District, Majene Regency. Supervised by SRI MARDIYATI and RASDIANA MUDATSIR.

This study aims to analyze the feasibility of the coconut oil agroindustry in Malunda Village, Malunda District, Majene Regency. The analytical methods used include income analysis and financial feasibility analysis through the Revenue Cost (R/C) Ratio approach. The results of the study show that the coconut oil business provides significant profits for business actors, with a total net income of IDR 1.219.325 per month. The R/C Ratio value of 1.46 indicates that every expenditure of IDR 1.00 generates a revenue of IDR 1.46, meaning that this business is efficient and profitable. Based on these results, it can be concluded that the coconut oil agroindustry in the research area is feasible to operate and has the potential to be further developed to increase the income of the local community.

Keywords: Feasibility, Agroindustry, Coconut Oil, R/C Ratio, Income

