

ABSTRACT

SINTIYA, ID. 20060034. *An Analysis of Raw Material Procurement and Production of Roti Bakar Bandung Nukasep Industry in Pasar Pedati, Central Bengkulu Regency. Supervised by RIKA DWI YULIHARTIKA, S.P, M.Sc and HERRI FARIADI, S.P.,S.Pd.,M.Si.*

One of the household industries in Central Bengkulu Regency is the production of Bandung Nukasep toast, which operates daily. This study aims to determine the procurement of raw materials of Roti Bakar Bandung Nukasep Industry and to identify the production factors of Roti Bakar Bandung Nukasep Industry in Pasar Pedati, Central Bengkulu Regency. The method used in this research is qualitative descriptive, where data is obtained from observations, interviews, and secondary data. Based on the research results and theories underlying the issues discussed, the procurement of raw materials of Roti Bakar Bandung Nukasep Industry in Pasar Pedati, Central Bengkulu Regency applies six right components, namely the right quantity (average of 312 packages of toast produced daily), right quality (branded flour "Cakra Kembar"), right place (purchasing location of raw materials at the spice shop "Rempah Sari" in Pasar Minggu, Bengkulu City), right time (once a week), right price (Rp. 6,262,000 for each purchase), and right type (using high-protein flour). The production factors of Roti Bakar Bandung Nukasep Industry in Pasar Pedati, Central Bengkulu Regency include raw materials, capital, labour, duration of business, and demand.

Keywords: *Toast, Raw Material Procurement, Production Factors.*

