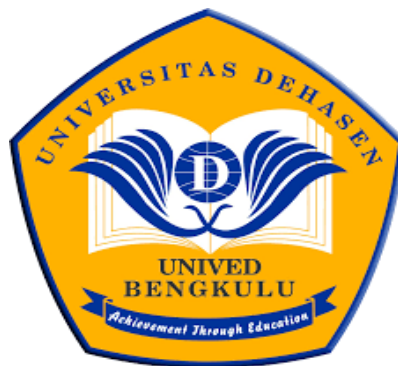


**ANALISIS NILAI TAMBAH DAN PEMASARAN KERUPUK BALOK PADA INDUSTRI
RUMAH TANGGA RAOS ECHO
DI BUKIT PENINJAUAN II
KECAMATAN SUKARAJA KABUPATEN SELUMA**

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FAKULTAS PERTANIAN
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**AN ANALYSIS OF ADDED VALUE AND MARKETING OF BALOK CRACKERS AT
RAOS ECHO HOME INDUSTRY ON BUKIT PENINJAUAN II SUKARAJA SUB-
DISTRICT, SELUMA REGENCY**

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ABSTRACT

The purpose of this research 1) To analyze the amount of added value generated from the processing of crackers in the Raos Echo industry on Bukit Peninjauan II, Sukaraja Sub-District, Seluma Regency. 2) To find out the marketing of processed crackers in the Raos Echo industry on bukti Peninjauan II, Sukaraja Sub-District, Seluma Regency. This study uses qualitative and quantitative data types. Based on the results of the research and data analysis conducted, it can be concluded that 1) the added value generated from the Raos Echo Crackers Agroindustry is IDR 11,994.11/kg with a percentage of 0.32% and a profit of IDR. 10,456.11/kg with a profit rate of 0.87% so the added value obtained from processing sago into crackers in the Raos Echo cracker business is classified as very low (<50%). 2) The marketing channel for Raos Echo crackers in the study area has 3 marketing channels, namely channel I producer - Bengkulu City retailer - consumer, channel II producer - Central Bengkulu retailer - consumer, channel III consumer –producers and marketing margins received at the level I marketing channel of IDR 5,000. The marketing margin, namely at the second level of the marketing channel, is IDR 6,000.