

ANALISIS PENDAPATAN WAROENG STEAK DAN SHAKE DENGAN BERBAGAI BAHAN BAKU STEAK DI KABUPATEN SLEMAN

Mochamad Yandi Supriandi
10/304308/PT/05952

INTISARI

Penelitian ini bertujuan untuk menghitung biaya produksi steak berbahan baku daging sapi, daging ayam, dan ikan, serta pendapatan waroeng Steak dan Shake berdasarkan bahan baku di Kabupaten Sleman. Penelitian ini merupakan jenis penelitian kuantitatif, menggunakan metode survey. Teknik pengambilan data menggunakan kuesioner yang ditujukan kepada pemilik waroeng Steak dan Shake. Teknik pemilihan sampel dilakukan secara sensus kepada seluruh cabang sebanyak 5 waroeng *Steak* dan *Shake* yang terdiri dari cabang Demangan sebagai pusat, cabang Colombo, cabang Gejayan, cabang Kaliurang kilometer 13,5, dan Kaliurang kilometer 6,5. Teknik analisis data dilakukan secara deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa total rerata biaya bahan baku Waroeng Steak dan Shake sebesar Rp 238.413.369,21/tahun. Biaya produksi tertinggi adalah pada steak dengan bahan baku daging sapi sebesar Rp 98.777.978,29/tahun, kemudian diikuti dengan steak bahan baku daging ayam sebesar Rp 94.991.301,17/tahun dan terakhir adalah steak bahan baku ikan sebesar Rp 44.644.089,75/tahun. Pendapatan tertinggi adalah berasal dari steak berbahan baku daging sapi yaitu Rp 755.859.021,71/tahun, berturut-turut diikuti steak bahan baku daging ayam yaitu Rp 365.136.198,83/tahun, dan terakhir steak berbahan baku ikan yaitu Rp 52.000.910,25/tahun.

Kata kunci: *Steak, Penerimaan, Pendapatan*

ANALYSIS OF *WAROENG STEAK DAN SHAKE* INCOME WITH VARIOUS STEAK MEAT INGREDIENTS IN SLEMAN REGENCY

Mochamad Yandi Supriandi
10/304308/PT/05952

ABSTRACT

This research aimed to calculate the production cost of beef, chicken, and fish steaks, and also the income of *Waroeng Steak dan Shake* in Sleman Regency according to the meat ingredients used. This research was a quantitative research that applied survey methods. The method of data collection used questionnaires given to the owner of *Waroeng Steak dan Shake*. The method of sample selection was conducted by census to all five branches of *Waroeng Steak dan Shake* in Sleman namely Demangan Branch as the center, Colombo Branch, Gejayan Branch, Kaliurang KM 13.5 Branch, and Kaliurang KM 6.5 Branch. Further, the data was analyzed by using the quantitative descriptive analysis method. Results of research showed that the total average of *Waroeng Steak dan Shake* meat ingredients cost was as much as IDR 238,413,369.21/year. The highest production cost is for beef steak as much as IDR 98,777,978.29/year followed by chicken steak IDR 94,991,301.17/year and fish steak IDR 44,644,089.75/year respectively. The highest income was obtained from beef steak sale as much as IDR 755,859,021.71/year followed by chicken steak sale IDR 365,136,198.83/year, and fish steak sale IDR 52,000,910.25/year respectively.

Key words: Steak, Revenue, Income