INTISARI

Penelitian ini bertujuan untuk mengetahui: (1) besarnya penerimaan dan keuntungan yang diperoleh dari usaha pengolahan ubi kayu menjadi tiwul instan, (2) besaran nilai tambah dari usaha pengolahan ubi kayu menjadi tiwul instan, dan (3) kelayakan usaha tiwul instan oleh usaha pengolahan ubi kayu menjadi tiwul instan. Lokasi penelitian ditentukan dengan metode *purposive sampling*, sementara penentuan sampel dilakukan dengan metode sensus meliputi 5 agroindustri tiwul instan. Agroindustri tiwul instan terbagi menjadi dua, yaitu pengolah dengan mesin dan tanpa mesin. Metode analisis untuk menjawab tujuan, yaitu (1) Penerimaan dan keuntungan menggunakan analisis deskriptif, (2) Nilai tambah dianalisis dengan metode Hayami, dan (3) Kelayakan usaha pengolah dengan mesin dianalisis dengan NPV, IRR, *Net* B/C *ratio*, dan *payback period*, sedangkan kelayakan usaha pengolah tanpa mesin dianalisis dengan R/C ratio, produktivitas modal, dan BEP. Hasil penelitian menunjukkan bahwa: (1) Penerimaan dan keuntungan per tahun yang diperoleh pengolah dengan mesin sebesar Rp42.029.166,67 dan Rp19.238.305,78, sedangkan untuk pengolah tanpa mesin masing-masing sebesar Rp21.824.861,11 dan Rp12.413.547,12, (2) Besaran nilai tambah untuk tiwul instan rasa gula pasir, original, pandan dan gula jawa berturut-turut sebesar Rp7.256,76; Rp6.889,40; Rp6.441,76; dan Rp6.421,76, sedangkan rasionya berturut-turut sebesar 75,59%; 80,86%; 70,02%; dan 69,80%, dan (3) Agroindustri tiwul instan layak dikembangkan untuk pengolah tiwul instan dengan mesin dan tanpa mesin.

Kata kunci: nilai tambah, kelayakan usaha, keuntungan, tiwul instan.

ABSTRACT

This research aims to determine: (1) the revenue and profit from the processing of cassava into instant tiwul, (2) the added value from the processing of cassava into instant tiwul, and (3) the business feasibility from the processing of cassava into instant tiwul. The research's location was determined by the purposive sampling method, while the determination of samples was conducted by using the census method, consist of 5 agroindustries of instant tiwul. The instant tiwul agroindustry is classified into two categories, namely mechanized-processing and non-mechanized processing agroindustries. The analysis methods which were used to answer the objectives were, (1) descriptive analysis, (2) the added value was analyzed by the Hayami method, and (3) the business feasibility of mechanized-processing agroindustry was analyzed by using the NPV, IRR, Net B/C ratio, and payback period, while the business feasibility of non-mechanized processing agroindustry was analyzed by using R/C ratio, capital productivity, and BEP. The result of the research showed that: (1) The yearly revenue and profit for mechanized-processing agroindustry were Rp42,029,166.67 and Rp19,238,305.78, respectively. Meanwhile, the yearly revenue and profit for non-mechanized processing agroindustry were Rp21,824,861.11 and Rp12,413,547.12, respectively, (2) The added value of instant tiwul by flavor namely granulated sugar, original, pandan, and java brown sugar were Rp7,256.76; Rp6,889.40; Rp6,441.76; and Rp6,421.76, respectively, and the ratio of the added value were 75.59%; 80.86%; 70.02%; and 69.80%, respectively, and (3) Instant tiwul agroindustry is feasible to be developed, both for mechanized-processing and non-mechanized processing.

***Keywords**: added value, business feasibility, profit, instant tiwul*