

***Value Chain Analysis of Processed Dragon Fruit at UMKM Center in  
Pesanggaran District, Banyuwangi Regency***

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**ABSTRACT**

*The agricultural sector has a high contribution to the industrial sector. The industrial sector in question is agricultural processing. One of the agricultural processing industries is the UMKM Center. This business processes dragon fruit into products that have added value, including dragon fruit lunkhead, dragon fruit fields, and dragon fruit cakes. This study aims to analyze the activities that generate value and can increase the profits earned by the company. This research is a descriptive and quantitative research that uses a sampling technique using a purposive sampling technique. The value chain of processed dragon fruit at the UMKM Center involves three main actors, namely dragon fruit farmers in Pesanggaran District as a supplier of dragon fruit, UMKM Center as a processing industry and a distributor as a distributor of dragon fruit lunkhead, dragon fruit fields, and dragon fruit cakes to consumers. The total cost incurred by the UMKM Center to produce processed dragon fruit is Rp. 27.983.000/month. The total revenue obtained from the sale of Rp. 31.900.000/month. While the total income earned is Rp. 3.917.000/month. The results of the added value analysis obtained from the processing of every one kilogram of dragon fruit into lunkhead, ladrang and cakes for dragon fruit at the UMKM Center are Rp. 2.400/kg, Rp. 4,550/kg, and Rp. 12.480/kg. With a dodol ratio of 17.67%, ladrang 25.27%, and kue Bagiak 46.22%.*

***Keywords : Value Chain, Added Value, Dragon Fruit***