

***Value Chain Analysis of Uncooked Tofu and Fried Tofu
(Case Study of UD. Jamhari, Jember)***

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ABSTRACT

The agricultural sector is very closely related to the economy of the Indonesian people and it is a leading sector in national development. The economic activity of the agricultural sector industry is agro-industry. One of the agro-industry processing is soybean processing at UD. Jamhari. UD. Jamhari processes soybeans into uncooked tofu and fried tofu. The purpose of this research is very important in analyzing activities that generate adding value and helping UD. Jamhari in identifying value chains and competitive advantage. This study uses quantitative descriptive analysis techniques namely value chain analysis, business costs, and value added analysis. The uncooked tofu and fried tofu value chain in UD. Jamhari generally involves three main factors, namely soybean suppliers who act as suppliers of soybean raw materials, processing industries and distributors who market the uncooked tofu and fried tofu products. The total costs incurred by the company UD. Jamhari amounted to Rp 227.173.330 / month, while for the total revenue obtained amounted to Rp 247,500,000 / month and the total revenue / profit obtained by the company amounted to Rp 20.326.673 / month. The highest added value is uncooked tofu product of Rp 24.749 per 3 tofu printing boards with a value-added ratio of 33% of the value-added portion of Rp 15.657 with a ratio of 80%. While the added value of fried tofu increased when raw tofu was made into fried tofu, with the added value of fried tofu amounting to Rp 4,493 per 200 seeds at a ratio of 15%. With the value added portion per seed of Rp. 7, - with a ratio of 20%.

Keywords: Value Chain, Raw Tofu and Fried Tofu, UD. Jamhari