

**Analisis Rantai Nilai (*Value Chain*) Produk Susu Pasteurisasi Pada CV
Milkindo Berka Abadi Kecamatan Kepanjen Kabupaten Malang**
Dr. Ir. Ridwan Iskandar, MT as chief counselor and Ardhitya Alam Wiguna, SE.,
MM as a member counselor

Putri Dewi
Agro-Industry Management Study Program
Agribusiness Management Departement

ABSTRACT

Value chain analysis in it analyzes activities that can generate added value and analyzes starting from raw materials with handling to finished products until they are ready to be marketed at CV Milkindo Berka Abadi. Both observational and quantitative techniques are used in this study. Purposive sampling was the method of sampling that was used.. The value chain of pasteurized milk products at CV Milkindo Berka Abadi starts from raw material providers, namely farmers, production units and sales units of CV Milkindo Berka Abadi and consumers as the main actors in the value chain. The total cost incurred by CV Milkindo Berka Abadi to produce pasteurized milk in November was IDR 70.198.712,44 or IDR 12.117,85 /liter of milk. The biggest production margin lies in the 200 ml flavores milk of IDR 88.824.950,26 with a company owber profit ratio of 81.30%. The value of the R/C ratio is 2.38% with this figure the milk processing bussiness can be said to be feasible and should be developed into a sustainable business.

Keywords : value chain, milk, cost, revenue