

***Value Chain Analysis of Peanut Cookies and Hide Peanut Products
At Home Industry Mahveen Putry, Mayang, Jember
Dr. Tanti Kustiari, S.Sos, M.Si as Supervisor***

Dea Aristin

*Study Program of Agroindustry Management
Majoring of Agribusiness Management*

ABSTRACT

The value chain is all the activities that occur in a company. The value chain aims to identify the stages of the value chain so that it functions to streamline business costs and increase added value. This research uses a type of method in the form of descriptive and quantitative. Descriptive research to describe, analyze, and interpret according to the conditions that occur in the product value chain of peanut cookies and hide peanut in the Mahveen Putry Home Industry, meanwhile, quantitative research is research that collects data in the form of numbers and then performs statistical analysis. The purpose of this study was to analyze the value chain of peanut cookies and hide peanut products to customers or consumers, business costs incurred in the production of peanuts, and determine the added value of peanut cookies and hide peanut products. The value chain in Mahveen Putry Home Industry involves three actors, namely farmers as suppliers, Mahveen Putry as processing industries, and distributors as distributors of peanut cookies and hide peanut to consumers. The total income earned was Rp. 80.320.000/month, the total expenses incurred were Rp. 69.288.381/month, and the total income of Mahveen Putry's Home Industry was Rp. 11.031.619/month. The added value obtained from the production of peanuts per kilogram into peanut cookies is Rp. 139.100/kg with a ratio of 22,91%, while hide peanut Rp. 70.668/kg with a ratio of 36,06%.

Keywords : *Value Chain, Added Value, Peanuts*