

***Production and Marketing Dynamic System Modeling
Sagon Glutinous Rice Cake at UD Mak Enak
Sumbersari District, Jember Regency***

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ABSTRACT

Coconut is a plant that grows a lot in Indonesia, one of which is in Jember district. Coconut can be used as an ingredient for making cakes with the addition of wheat flour or glutinous rice flour. UD Mak Enak is one of the many sagon glutinous rice cake processing businesses. In producing and marketing glutinous rice sagon cake products, UD Mak Enak has not been maximized, so the company is not able to anticipate things that can happen and overcome problems that will be encountered. This study aims to describe the factors that shape the sagon glutinous rice cake production system at UD Mak Enak and analyze and describe the modeling of the production system for sagon glutinous rice cake products in the present and the future. The results of this study indicate that the dynamic system model for the production of sagon glutinous rice cakes designed by UD Mak Enak has a very good validity value. The model that has been designed has three factors that have a strong influence, namely the raw material subsystem, processing subsystem and income, cost and profit subsystem. The analysis technique in this study is to use a systems approach and project results using moderate, optimistic and pessimistic scenarios as a determination of policy directions that need to be considered in the business of producing sagon glutinous rice cakes.

Keywords: system modeling, dynamic, sagon glutinous rice cake.