

**ANALYSIS OF SEBLAK PACKAGING PRODUCT VALUE CHAIN IN CV.
SABAY CIPTA RASA OF JEMBER DISTRICT**

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ABSTRACT

Value chain analysis is an activity of analyzing all activities in a company that can generate added value, starting from raw materials to handling products until they are sold to consumers. Research using descriptive and quantitative methods. Descriptive research to describe the conditions that occur in a value chain that occurs in CV. Sabay Cipta Rasa, while quantitative research is used to analyze added value and business cost analysis. The purpose of this research is to analyze the value chain of packaged seblak products to consumers or customers, business costs incurred in the production of processed seblak, and determine the added value of packaged seblak products. The value chain on CV. Sabay Cipta Rasa involves three actors, namely market traders as suppliers, CV. Sabay Cipta Rasa as a processing industry, and the company's distributor as a distributor of single-packaged products to consumers. Total receipts obtained amounted to Rp. 1.320.000.000/month, the total costs incurred are Rp. 476.228.000/month, and the total income of CV. Sabay Cipta Rasa of Rp. 843.772.000/month. The results of the added value analysis obtained from the processing of every one kilogram of seblak at CV. Sabay Cipta Rasa, which is Rp 1.044.000/pack with a ratio of 79%.

Keywords: Value Chain, Value Added, Cost, Seblak.