

**Analisis Home Industry Telur Asin Pelangi di Kabupaten Nganjuk** (*Analysis of Rainbow Salted Egg Home Industry in Nganjuk Regency*)

Estin Roso P, S.ST., M.Tr.P. (*as chief counselor*)

**Mentari Nirmala Hapsari**

*Agribusiness Management Study Program PSDKU Nganjuk*

*Department of Agribusiness Management*

***ABSTRACT***

*Rainbow salted egg home business is one of the entrepreneurs that aims to increase selling value and get profits, so that the problems in Nganjuk Regency can be slightly resolved. The business analysis used includes BEP (Break Event Point), R/C Ratio (Revenue Cost Ratio). This final project is expected to be able to obtain profits so that it can prosper duck farmers and meet the needs of the community as consumers. direct recording of all costs incurred and data collection obtained in this rainbow salted egg business. Collection through market surveys, by comparing the price of salted eggs from one region to another. BEP price analysis is a way to determine the cost of goods of products. The comparison between the cost of goods and the selling price will determine the amount of profit obtained by the producer. The analysis of the rainbow salted egg business was obtained from one production process, namely BEP (units) as many as 19 eggs, the total production of 30 rainbow salted eggs. BEP (price) of Rp 2,558 total revenue of Rp 90,000 , R/C Ratio of 1.17. One production produces 30 rainbow salted eggs at a price of Rp 3,000.00. The rainbow salted egg production process has several processes and stages which include: preparation of tools and materials, sorting raw materials, washing and sanding, making egg wrapping dough, conditioning for 21 days, boiling for 60 minutes, labeling and marketing. Effective marketing channels used in marketing rainbow salted egg products are direct marketing and using WhatsApp and Instagram social media.*

**Keywords:** *BEP, Farmer, Marketing, R/C Ratio, Salted Eggs.*