

**ANALYSIS OF MINI RICE BOX EMPAL BUSINESS IN TONGAS
DISTRICT, PROBOLINGGO REGENCY**

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ABSTRACT

The Empal Mini Rice Box product is a type of food that combines traditional food packaged in a modern food form in order to preserve traditional food so that it is not lost among today's people. This final assignment activity was carried out in Tongas District, Probolinggo Regency starting from September 4 2022 to December 27 2022. The aim of this activity was, among other things, to understand the production process, business analysis and marketing of Empal Mini Rice Boxes. The marketing used in this business includes 4Ps, namely Product, Price, Promotion and Place. The analysis methods used are BEP, R/C Ratio and ROI. The production process which has been carried out 5 times for one production requires 1 worker with a working time of 3 hours. The activities that have been carried out are the stages of the process of making Mini Empal Rice Boxes, namely preparation of tools and materials, weighing ingredients, preparation of spices, boiling beef, cutting beef and fresh vegetables, frying beef (empal), product packaging and product labeling. The marketing channels used are direct marketing channels from producers selling directly to consumers. The promotion used is offline or personal selling by meeting directly and introducing the product to potential consumers and online promotion or indirect promotion, namely by utilizing WhatsApp social media. The results of the BEP (Production) analysis were 16.65 packages with a sales volume of 25 boxes in one production, BEP (Price) was IDR 9,987.96 per box with a selling price of IDR 15,000 per package, R/C Ratio 1.51 and ROI 12.46%. Based on calculations, the Empal Mini Rice Box business is worth pursuing.

Keywords: Rice Box, Empal, Food, Products