

***Value Chain Analysis Of Prol Tape Products At UD. Sumber Madu
Kaliwates Subdistrict Jember Regency***
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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. The research uses descriptive and quantitative methods. Descriptive research to describe, analyze and interpret according to the conditions that occur in the value chain of brownie tape and prol tape products at UD. Sumber Madu, while quantitative research is research that collects data in the form of numbers and then carries out statistical analysis. The aim of the research is to analyze the value chain of brownie tape and prol tape products to customers or consumers, the business costs incurred in producing cassava tape, and determine the added value of brownie tape and prol tape products. Value chain at UD. Sumber Madu involves three actors, namely Raw Material Supplier, UD. Sumber Madu as a processing industry, and distributor as a distributor of brownie tape and prol tape products to consumers. Product added value at UD. Sumber Madu's prol tape is IDR 106.574/kg with a ratio of 23,42%.

Keyword : Value Chain, Added Value, Prol Tape