

**Value Chain Analysis of zalacca Fruit Processed
(Case Study of Koplak Food Micro Business in Jember District)**

Vigil Setya Sembada
*Agroindustry Management Study Program
Department of Agribusiness Management*

ABSTRACT

The agricultural sector is closely related to the industrial sector because by the development of the agricultural sector, it will encourage the industrial sector to be more advanced. The industrial sector in this regard is mainly at the agricultural processing industry sector. One of the agricultural product processing industries is KOPLAK FOOD. This industry has produced coffee from zalacca seeds in which the waste of zalacca fruit is utilized to become a product that has added value. KOPLAK FOOD is the only home industry that produces zalacca seeds coffee in Jember. In making zalacca seed coffee products needs several activities to do, starting from the supplying of raw materials till its products could be in the consumers hands. This research is very important to analyze activities that produce value, both from within and outside the company. In addition, value chain analysis can help Koplak Food to identify activities in the value chain that produce the value and competitive advantage of the products produced. This research is a descriptive and quantitative research with sampling techniques namely purposive sampling. The value chain of zalacca seed coffee in UMKM Koplak Food generally involves three main actors, namely zalacca plantation cultivator who acts as provider of raw materials for salak seeds, processing industry and distributor who sell the products of processed zalacca fruit products. The total cost incurred by the Koplak Food company is Rp. 1.252.165/month in the production process of zalacca seed coffee, while for the total revenue obtained is Rp. 2.700.000/month and the total income/profit obtained by the company is Rp. 1.447.835/month. Value added to the zalacca coffee is obtained in the amount of Rp. 2.250.00/month with an added value ratio of 83%.

Keywords: zalacca Seed Coffee, Value Chain, Added Value