

Manajemen Bisnis Pada Minuman Sari Buah Apel Flamboyan Produksi PT Batu Bhumi Suryatama, Kodya Batu. (*Business Management On Drink Cider Production Flamboyan PT Batu Bhumi Suryatama, Batu City*)

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ABSTRACT

Field Work Practice (PKL) is done in PT Batu Bhumi Suryatama conducted from April 15, 2016 and ended on June 23, 2016.

The purpose of the activities of Field Work Practice (PKL) to increase knowledge, skills and expertise on the world of work as well as understand and know about the company's activities at PT. Batu Bhumi Suryatama includes sorting apples, cracking cardboard production process, and sorting apples in apple juice trademark flamboyant PT. Batu Bhumi Suryatama current field activities.

The results of these activities Field Work Practice 1) is to provide knowledge about the series production process apple juice brands flamboyant PT. Bhumi Suryatama Batu from the beginning of the process from sorting apples, apple pengejukan, mixing materials, packaging and cardboard cracking in the company to be a flamboyant apple juice ready to be marketed. 2) Knowing the business management of various aspects of the apple juice flamboyant PT . Stone Bhumi Suryatama . the financial aspects of gettings profit of Rp 934,185,953. Revenue Cost Ratio (R / C Ratio) that is equal to 1.20 , indicating that the company is well worth the effort because the R / C ratio > 1. Based on the method Break Event Point larger operating results compared with the results Break Event Point , with this drink cider flamboyant worthy to be pursued.

Keywords : *PT . Stone Bhumi Suryatama , Business Management*