

***Value Chain Analysis of Tape Products in the Micro-Enterprise “Tape Mayang Madu” in Jember Regency***

Naning Retnowati, S.TP., M.P. (*Chief Counselor*)

**Nadhila Sartika**

***Study Program of Agroindustry Management  
Majoring of Agribusiness Management***

***ABSTRACT***

*The agricultural sector in Indonesia has great potential for development, supported by abundant resources, enabling it to be processed into high value-added products. One of the efforts to create value added can be carried out through the development of micro, small, and medium enterprises (UMKM). One of the micro-enterprises engaged in this sector is “Tape Mayang Madu,” which processes cassava into value-added products in the form of boxed tape and mika-packaged tape. This study aims to analyze value chain activities that generate value added, enabling Tape Mayang Madu to identify activities that have the potential to increase profit and product value added. The research employed descriptive and quantitative methods, with a purposive sampling technique. In general, the main actors involved in the value chain include cassava farmers as raw material suppliers, business actors as producers responsible for processing activities, and distributors or resellers as product distributors to consumers. The total cost incurred by Tape Mayang Madu reaches Rp 108,542,464 per month, with total revenue of Rp 351,450,000 per month, resulting in a profit of Rp 242,907,536 per month. The highest value added in a single production process is found in boxed tape amounting to Rp 8,784,717.27, while mika-packaged tape generates Rp 133,717.23.*

***Keywords:*** *Value Chain, Value Added, UMKM, Tape*