

***Value Chain Analysis of Cuttela Presto Cassava Chips Product  
at UD. Bima in Jember Regency***

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***ABSTRACT***

*The food processing industry, especially the cassava chips MSME, plays an important role in the local economy of Jember Regency as a cassava producing area. UD. Bima is one of the producers of presto cuttela cassava chips which have the characteristics of a thick, crunchy, soft, non-greasy texture and a stronger taste than ordinary cassava chips. This study aims to identify and map the main and supporting activities in the value chain, analyze the performance of the actors involved, calculate the total costs, revenues and income of the business. The research method used is descriptive and quantitative with a sampling technique using purposive sampling. The results of the study show that the main analysis at UD. Bima, namely the main activities include receiving raw materials (inbound logistics), operational processes (cutting, peeling, washing, cooking, soaking, frying, adding flavor variants), to product distribution. Supporting activities include procurement of raw materials from partners in Seputih Village, human resource management through direct guidance by the owner and the use of technology in the form of a special pressure frying pan. The main actors in the value chain consist of farmer partners as suppliers of raw materials, UD. Bima as for production, distributors and end consumers. The total cost incurred by UD. Bima to produce presto cuttela cassava chips for the period April 18 to May 16, 2026 was Rp.81,024,484 with a total revenue of Rp.135,360,000, resulting in an income of Rp.54,335,516.*

*Keywords: Value Chain, Cassava Chips, Income, UD. Bima*