

***Value Chain Analysis of Banana Processed Products in UMKM Umik Cice
Lumajang Regency***

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ABSTRACT

Indonesia is an agricultural country with a variety of abundant agricultural commodities. One of the agricultural commodities that have the potential to be developed is bananas. The existence of processing bananas into various processed products, can increase the potential of the banana commodity agricultural industry, one of which is in Lumajang Regency. One of the agro-industry businesses engaged in food crop processing is UMKM Umik Cice. UMKM Umik Cice processes bananas into banana chips so that they have added value. The purpose of this study is to analyze the activities in the value chain that can generate added value, so that UMKM Umik Cice can identify activities that can increase profits and added value from processing banana chips. This research is included in descriptive and quantitative research. The sampling technique in this study is purposive sampling. In general, the main actors involved in the banana chips value chain at UMKM Umik Cice are farmers as banana cultivators, collectors as intermediaries between farmers and the processing industry, banana chips processing industries UMKM Umik Cice as banana chips producers and consumers as users of the final product. The total cost incurred by UMKM Umik Cice in producing banana chips is Rp. 18,030,280/month. While the total revenue obtained in the sale of banana chips is Rp. 40,000,000/month. Meanwhile, the total income earned is Rp. 21,969,720/month. The added value of the sweet banana chips product is Rp. 12,891/Kg with a value added ratio of 62%, while the added value of the salted banana chips product is Rp. 11,250/Kg with the added value ratio of 60%.

Key words : Value Chain, Value Added, Banana Chips