

## **Value Chain Analysis of Rambak Cracker at UD. Special 1 Jember Regency**

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### **ABSTRACT**

*The agricultural sector has good prospects for development so that the food sector is closely related to the processing industry. One of the food processing businesses is UD. Special 1. The business processes cowhide raw materials into value-added products, namely rambak crackers. This study aims to analyze the activities in the value chain that generate added value so that UD. Special 1 can identify the value of activities that can increase profits and add to the rambak cracker product. This research is a descriptive and quantitative research with a sampling technique that is purposive sampling. In general, the main actors involved in the rambak cracker value chain at UD. Special 1 is a provider of cowhide as a supplier of raw materials, a business for processing rambak crackers, and a distributor as a distributor of products. The raw material needed is 1 quintal per production with a yield of 280 bunches of rambak crackers consisting of 50 pcs packaging weighing 7 grams. The total costs incurred by UD. Special 1 is Rp. Rp. 184,891,417 per month, while the total revenue earned is Rp. 260,400,000 per month, so the total profit earned is Rp. 112,708,583 per month. The added result obtained from the rambak cracker product is Rp 37.071 per kilogram with a valueadded ratio of 43%.*

*Keywords: Rambak crackers, Value Chain, Added Value*