

“Production and Marketing Snack Cakes Sun”

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ABSTRACT

Project Independent Business (PUM) is implemented in Laborturium Processing State Polytechnic of Jember . Implementation of Independent Business Project aims to find the right formulation in the manufacture of snack cakes sun by adding cassava and cocoa powder , provides opportunities for students to develop the independence and creativity with business analysis , introducing the product to the general public and are able to market their products , and improve value -added commodities tape sorting in Jember to product diversification of sun cake .

Proses production of sun cake have a preparation of materials , mixing ingredients , frying , draining the oil , mixing cocoa powder and packaging . Formulation of making snack cake chocolate sorting sun tape consists of 1000 gr rice flour , tapioca flour 1000 g , 1000 g of wheat flour , tape 1000 g , 1000 g of cocoa powder , sugar 1000 grams , ½ teaspoon salt , eggs 500 g , 2200 ml water yield yellow and brown tape has a sense of strong , distinctive aroma of baking sun and very crunchy texture Production snack of sun cake chocolate tape sorting have a result is 1350 package, which sold over 1205 package with price Rp. 6000.00 per package weighing 100 g each package with the sale of snack cakes brown sun tape sorting Rp . 7,230,000.00 and a profit of Rp . 1,553,500.00 with the percentage gain of 27.37 % of the sales of snack cakes sun sorting brown tape . Direct sales more efficient than indirect

Keywords : Snack Cakes Sun, Production .