

CASSAVA VALUE CHAIN ANALYSIS
(Case Study at Koplak Food Jember Regency)

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ABSTRACT

One of the Indonesian staple food ingredients beside rice and sago having quite complete nutrients for body is cassava. The development focus done because cassava can give more product value and has various derivative products which is very prospective and sustainable as food or non-food. "Koplak Food" is one of creative industries in Jember seeing the opportunity in processing tape into more innovative products. This research was aimed to analyze activities adding added value, from inside and outside the company. The research design used was descriptive research and quantitative. The result shows that the total cost paid by the Koplak Food company to produce tape Chips is Rp 2.079.244 per month while to produce ladrang tape is Rp 1.612.664 per month. The highest income each month gained from tape production is Rp. 4.320.000. While the lowest income gained from tape production is Rp. 2.400.000 per month. The income gained from tape chips sales is Rp 2.240.756 per month. Other than that, the income gained by Koplak Food in Ladrang tape sales is Rp Rp. 787.336 per month. Therefore the total income gained by Koplak Food in a month is Rp 3.028.092.

Key words: Value chain, Cassava, Chips, Ladrang