

Rantai Nilai Olahan Susu Kambing
(Studi Kasus pada Kefir Jember Kabupaten Jember)(VALUE CHAIN OF
GOAT MILK PROCESSED (Case Study of Kefir Jember in Jember District)
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ABSTRACT

Increasing the productivity of Etawa goat milk is caused by many people who are raising goat milk, to minimize the breakdown of goat milk should be the processing process for goat milk can last longer. One of the efforts to cultivate goat milk is Kefir Jember. This Kefir Jember business process goat milk into Kefir milk and Kefir mask which contains many benefits for the human body. In the manufacture of dairy processed goat products, several activities are from the provision of raw materials to the product to the consumer. This research aims to analyze activities that generate value. Besides, the value chain is a series of activities undertaken by Kefir Jember to produce products, the company's activities are divided into two major parts, namely the main activities and supporting activities. This research is a descriptive and quantitative study with the sampling technique of Purposive Sampling. This study involved two perpetrators of goat dairy farmers and kefir milk processing industries and kefir masks. Total acceptance obtained by Kefir Jember business of Rp. 11.000.000/month while for the total cost incurred Kefir Jember business during the production process of Rp. 5.074.750/month. And Rp. 5.925.250/month is a business income gained by the business Kefir Jember. The biggest added value in the Kefir mask product is Rp. 1.941.801, while for the lowest amount of Rp. 207.286 in kefir dairy products.

Key words: goat milk, value chain, added value