

**ASTUTI AGUNG. 04371711033. ANALISIS KELAYAKAN USAHA
SAGU LEMPENG BERBAHAN DASAR UBI KAYU DI KECAMATAN
KAYOA SELATAN**

Pembimbing : Mila Fatmawati, S.Pd.,SE.,MSA
: Dr. Natal Basuki, S.Pt.,MSi

RINGKASAN

Sagu merupakan makanan khas Maluku Utara berupa sagu lempeng memiliki tekstur yang keras, rasa (tawar) dan berwarna putih kekuningan, serta berbentuk persegi panjang. Penelitian ini bertujuan untuk mengetahui dan menganalisis besar pendapatan petani sagu lempeng, dan kelayakan usaha sagu lempeng berbahan dasar ubi kayu di Kecamatan Kayoa Selatan. Dengan metode penentuan sampel dengan menggunakan *Purposive Random Sampling*, jumlah sampel berjumlah 72 orang. Hasil penelitian menunjukkan pendapatan usaha sagu lempeng di Kecamatan Kayoa Selatan rata-rata sebesar Rp 6.839.825/tahun. Hasil analisis *Revenue Cost Ratio* sebesar 5,68 usaha sagu lempeng layak dijalankan karena setiap ratio >1 , analisis *Break Even Point* unit sebesar 15 ikat *Break Even Point* rupiah 156.000. analisis *Benefit Cost Ratio* sebesar 4,68 menunjukkan usaha sagu lempeng layak dijalankan karena setiap ratio > 0 .

Kata Kunci: Pendapatan, kelayakan usaha

***ASTUTI AGUNG. 04371711033. ANALYSIS OF THE RICHNESS OF
CASSAVA-BASED PLATE SAGO IN THE SOUTH KAYOA SEB-
DISTRICT***

Mentor : Mila Fatmawati, S.Pd.,SE.,MSA

: Dr. Natal Basuki, S.Pt.,MSi

SUMMARY

Sago is a special food in North Maluku in the form plate sago with a hard texture, tasteless and yellowish-white, and is rectangular. This research aims at investigating the sago farmers income and the business feasibility of sago in South Kayoa. The method used in determining sample is Purposive Random Sampling and the amount is 72. The finding showed that the average income for sago is Rp 6.839.825 per year. The result of the Revenue Cost Ratio analysis 5,68 and the remarks that business of plate sago is worth running because every ratio >1 . the Break Even Point unit analysis is 15 bunches, the Break Even Point rupiah is 156.000. Then the Benefit Cost Ratio analysis 4,68 outline that business of plate sago is worth running because eah ratio > 0 .

Keyword: income, business feasibility