

**HASAN RIDWAN. 04371711029. ANALISIS KELAYAKAN USAHA GULA
AREN DI DESA PAPALOANG KABUPATEN HALMAHERA SELATAN**

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RINGKASASAN

Gula aren adalah komoditi yang dihasilkan dari tanaman aren. Gula aren sudah dikenal masyarakat sejak dulu. Gula aren dihasilkan dari penyadapan nira aren yang selanjutnya disaring dan dimasak kemudian mengental. Berdasarkan tujuannya untuk mengetahui penerimaan dan pendapatan serta mengetahui seberapa layak usaha gula aren. Penelitian ini dilaksanakan di Desa Papaloang Kecamatan Bacan Selatan Kabupaten Halmahera Selatan. Penentuan lokasi menggunakan *Purposive Sampling* dengan pertimbangan Desa Papaloang merupakan salah satu sentra produksi gula aren di Kecamatan Bacan Selatan. Hasil penelitian menunjukkan bahwa rata-rata pendapatan usaha gula aren di Desa Papaloang sebesar Rp. 63.110.300. dengan nilai R/C Ratio 3,96, B/C Ratio 2,96, BEP harga Rp.8, BEP Produksi 176.586 gram dan BEP penerimaan Rp.5.664.396

Kata Kunci : Gula Aren, Pendapatan, R/C, B/C, BEP

HASAN RIDWAN. 04371711029. FEASIBILITY ANALYSIS OF AREN SUGAR BUSINESS IN PAPALOANG VILLAGE, SELATAN HALMAHERA REGENCY

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SUMMARY

Palm sugar is a commodity produced from the palm plant. Palm sugar has been known to the public for a long time. Palm sugar is produced from tapping palm sap which is then filtered and cooked and then thickened. Based on the aim to find out revenue and income and find out how feasible the palm sugar business is. This research was conducted in Papaloang Village, South Bacan District, South Halmahera Regency. Determination of the location using *purposive sampling* with the consideration that Papaloang Village is one of the centers of palm sugar production in South Bacan District. The results showed that the average palm sugar business income in Papaloang Village was Rp. 63,110,300. with tilapia R/C Ratio 3.96, B/C Ratio 2.96, BEP price Rp.8, BEP Production 176.586 grams and BEP receipts Rp.5.664396

Keywords : Palm Sugar, Income, R/C, B/ C, BEP