

ABSTRAK

Geovanny Valensyah M. 2024. Pengembangan Produksi UMKM Kudapan Kenari Dalam Meningkatkan Pendapatan Pengusaha di Desa Mateketen, Kecamatan Makian Barat, Kabupaten Halmahera Selatan di bawah bimbingan **Yetty, SE, ME**, sebagai Pembimbing I dan **Musdar Muhammad, SE, ME** sebagai Pembimbing II

Penelitian ini bertujuan menganalisis pengaruh bahan baku, tenaga kerja dan investasi (modal usaha) terhadap produksi kudapan kenari di Desa Mateketen, Kecamatan Makian Barat, Kabupaten Halmahera Selatan, berikut kondisi hasil balik ke skala (*return to scale*) produksi kudapan kenari di desa penelitian. juga, menganalisis pengaruh harga jual, volume penjualan dan biaya produksi terhadap pendapatan pengusaha, serta tingkat kepekaan perubahan (elastisitas) pendapatan pengusaha UMKM kudapan kenari di Desa Mateketen terhadap perubahan harga jual, volume penjualan dan biaya produksi.

Data yang digunakan dalam penelitian ini adalah data sekunder dan data primer. Analisis data dilakukan secara deskriptif, analisis dengan pertumbuhan geometrik dan analisis model ekonometrik. Penelitian ini dilakukan analisis secara ekonometrik dengan menggunakan model logaritma ganda (*double logarithm*) atau model elastisitas konstan.

Berdasarkan hasil analisis regresi model logaritma ganda, secara serempak (kolektif) peubah bebas bahan baku, tenaga kerja dan investasi berpengaruh signifikan terhadap produksi kudapan kenari di Desa Mateketen, Kecamatan Makian Barat, sedangkan secara individual, hanya peubah bebas bahan baku dan investasi yang berpengaruh signifikan terhadap produksi kudapan kenari. Meskipun demikian, produksi kudapan kenari di desa tersebut berada pada kondisi hasil balik ke skala yang meningkat (*increasing return to scale*). Selanjutnya, berdasarkan hasil analisis elastisitas konstan, secara kolektif dan individual peubah bebas harga jual, volume penjualan dan biaya produksi berpengaruh signifikan terhadap pendapatan pengusaha kudapan kenari. Sementara dari hasil analisis elastisitas ditemukan bahwa tingkat kepekaan perubahan pendapatan pengusaha di desa penelitian elastis terhadap perubahan harga jual dan volume penjualan, tetapi tidak elastis (inelastis) terhadap perubahan biaya produksi.

Kata Kunci : Bahan Baku, Tenaga kerja, Biaya Produksi, Pendapatan Pengusaha

ABSTRACT

Geovanny Valensyah M. 2024. *Development of Canary Snack UMKM Production in Increasing Entrepreneurs' Income in Mateketen Village, West Makian District, South Halmahera Regency under the guidance of Yetty, SE, ME, as Supervisor I and Musdar Muhammad, SE, ME as Supervisor II*

This study aims to analyze the effect of raw materials, labor and investment (business capital) on the production of canary snacks in Mateketen Village, West Makian District, South Halmahera Regency, along with the conditions of the return to scale of canary snack production in the research village. also, analyzing the effect of selling price, sales volume and production costs on entrepreneur income, as well as the level of sensitivity of changes (elasticity) of income of canary snack UMKM entrepreneurs in Mateketen Village to changes in selling price, sales volume and production costs.

The data used in this study are secondary data and primary data. Data analysis was carried out descriptively, analysis with geometric growth and econometric model analysis. This study was conducted econometric analysis using a double logarithm model or constant elasticity model. Based on the results of the double logarithm regression analysis, simultaneously (collectively) the independent variables of raw materials, labor and investment have a significant effect on the production of walnut snacks in Mateketen Village, West Makian District, while individually, only the independent variables of raw materials and investment have a significant effect on the production of walnut snacks. However, the production of walnut snacks in the village is in a condition of increasing returns to scale. Furthermore, based on the results of the constant elasticity analysis, collectively and individually the independent variables of selling price, sales volume and production costs have a significant effect on the income of walnut snack entrepreneurs. Meanwhile, from the results of the elasticity analysis, it was found that the level of sensitivity of changes in income of entrepreneurs in the research village was elastic to changes in selling price and sales volume, but not elastic (inelastic) to changes in production costs.

Keywords : Raw Materials, Labor, Production Cost, and Entrepreneur Income.