

RINGKASAN

UMKM Somano merupakan UMKM yang bergerak dibidang pemanfaatan mangrove dan menjadikan buah pedada sebagai bahan baku utama produknya. Penelitian ini bertujuan untuk: (1) Mengetahui dan mengidentifikasi potensi buah pedada, (2) Mengetahui analisis kelayakan finansial produk olahan buah mangrove “Somano”, (3) Mengetahui analisis nilai tambah

Lokasi penelitian ditentukan secara (*Purposive*) di Desa Wonorejo kecamatan Rungkut Kota Surabaya. Rancangan pengambilan sampel dilakukan secara *pruposive sampling*. Analisis data yang digunakan adalah analisis deskriptif, analisis biaya dan pendapatan, *Revenue Cost Ratio*, *Return On Invesment*, *Payback Period*, *Break Even Point*, Analisis Nilai Tambah.

Hasil penelitian menunjukkan : (1) Buah pedada berpotensi sebagai bahan baku produk karena pohon buah pedada melimpah, kuantitas buah tinggi dan buah pedada dapat dijadikan beraneka produk yang menguntungkan; (2) Produk olahan buah mangrove “Somano” layak dikembangkan. Minuman sari buah memperoleh pendapatan Rp244.157, R/C 1,5, ROI 53,5 %; *Payback period* 2 kali produksi, BEP produksi 29 unit, BEP Harga Rp4.559. Sirup memperoleh pendapatan Rp912.928, R/C 1,7, ROI 77 %; *Payback period* 1 kali produksi, BEP produksi 7 unit, BEP Harga Rp16.944. Selai memperoleh pendapatan Rp137.105, R/C 1,2, ROI 22 %; *Payback period* 5 kali produksi, BEP produksi 12 unit, BEP Harga Rp20.430. Sambal memperoleh pendapatan Rp113.063, R/C 1,2, ROI 23 %, *Payback period* 4 kali produksi, BEP produksi 14 unit, BEP Harga Rp16.232; (3) Nilai tambah minuman sari buah adalah Rp129.608. Nilai tambah sirup adalah Rp59.094. Nilai tambah selai adalah Rp57.754. Nilai tambah sambal adalah Rp264.730.

SUMMARY

UMKM Somano are UMKM engaged in the use of mangroves and make pedada fruit as the main raw material for their products. This study aims to: (1) Knowing and identifying the potential of pedada fruit , (2) Knowing the financial feasibility analysis of "Somano" mangrove fruit products, (3) Knowing the analysis of the added value.

The research location was determined purposively in Wonorejo Village, Rungkut District, Surabaya City. The sampling design used purposive sampling. The data analysis used is descriptive analysis, cost and income analysis, Revenue Cost Ratio, Return On Investment, Payback Period, Break Even Point, Value Added Analysis

The results showed: (1) Pedada fruit have the potential as a raw material for products because the pedada fruit tree is abundant, the quantity of fruit is high and the pedada fruit can be used as a variety of profit products.; (2) The “Somano” mangrove fruit product is feasible to be developed. Fruit juice drinks earn IDR244,157 income, R/C 1.5, ROI 53.5%, Payback period 2 times production, BEP production 29 units, BEP Price Rp 4.559. Syrup earn IDR912.928 income, R/C 1.7, ROI 77%, Payback period 1 time production, BEP production 7 units, BEP Price IDR16.944. Jam earn IDR137.105 income, R/C 1.2, ROI of 22%, Payback period is 5 times of production, BEP production is 12 units, BEP Price is IDR20.430. Sambal earn IDR113.063, R/C 1,2, ROI 23%, Payback period 4 times production, BEP production 14 units, BEP Price Rp16.232; (3) The added value of fruit juice drinks is IDR129.608. The added value of the syrup is IDR59.094. The added value of jam is IDR57.754. The added value of the sambal is IDR264.730