

## **CHAPTER V**

### **CONCLUSIONS AND IMPLICATIONS**

#### **A. Summary**

Based on the results of research on the comparison of the profit of selling original brown sugar and mixed brown sugar in Kemangkon District, Purbalingga Regency, the following conclusions can be drawn:

1. Income of original brown sugar craftsmen is higher than that of mixed brown sugar craftsmen
2. Sales profit of original brown sugar craftsmen is higher than that of mixed brown sugar craftsmen
3. There is no significant difference between the sales revenue of original brown sugar and mixed brown sugar, while there is a significant difference between the sales profit of original brown sugar and mixed brown sugar.

#### **B. Implications**

Based on the data results, discussion and conclusions, the implications of this research are as follows:

1. The income of the original brown sugar craftsmen is higher than the mixed brown sugar craftsmen, this happens where the average original brown sugar price per 1 Kg is higher than the price of mixed brown sugar. Brown sugar craftsmen are expected to consider focusing more

on the production of original brown sugar because of the higher income potential.

2. The sales profit of the original brown sugar craftsmen is higher than the mixed brown sugar craftsmen, this happens where the original brown sugar sales revenue is higher than the mixed brown sugar sales revenue, and the total cost of the original brown sugar is lower than the mixed brown sugar. Brown sugar craftsmen are expected to evaluate their business strategies to optimize the profitability of original brown sugar production, and the government or related parties can provide training or assistance to mixed brown sugar craftsmen to increase their profits and reduce the gap with original brown sugar craftsmen.
3. There is no significant difference between the sales revenue of original brown sugar and mixed brown sugar. This can provide a wider choice for consumers in choosing brown sugar that suits their preferences and further research can be conducted to identify factors that affect the profitability of each type of brown sugar in more depth. While there is a significant difference in sales profit between original brown sugar and mixed brown sugar, it shows that although sales revenue is similar, the profitability of selling these two types of brown sugar is different. This could mean that different production cost factors or marketing strategies affect the profitability of each product. The government is expected to develop policies that support indigenous brown sugar artisans. The government can provide incentives or assistance to

indigenous palm sugar artisans to improve the production and quality of their products. In addition, the government may also consider stricter supervision of the production and sale of mixed brown sugar.

### **C. Research Limitations**

This research still has several limitations including, this research only focuses on the revenue and profit of selling original brown sugar and mixed brown sugar. It will be more in-depth if further research adds several factors such as efficiency and so on.

