

## RINGKASAN

Desa Wiradadi dikenal sebagai sentra produksi tape singkong di Kabupaten Banyumas. Produksi tape dipengaruhi oleh bahan baku, ragi, tenaga kerja dan kayu bakar. Penelitian ini bertujuan untuk: (1) menghitung biaya dan pendapatan dari produksi tape skala rumah tangga di Desa Wiradadi, (2) menganalisis pengaruh bahan baku, ragi, tenaga kerja dan kayu bakar terhadap produksi tape skala rumah tangga di Desa Wiradadi, (3) menganalisis optimalisasi penggunaan faktor produksi tape skala rumah tangga di Desa Wiradadi.

Penelitian dilaksanakan di Desa Wiradadi, Kecamatan Sokaraja, Kabupaten Banyumas pada tanggal 14 September sampai dengan 13 Oktober 2018. Metode penelitian yang digunakan adalah metode survei. Metode pengambilan sampel menggunakan sensus 25 perajin tape. Metode analisis yang digunakan adalah analisis biaya dan pendapatan, analisis fungsi produksi *Cobb-Douglas* dan analisis optimalisasi penggunaan faktor produksi.

Hasil penelitian menunjukkan bahwa rata-rata biaya yang dikeluarkan perajin tape Desa Wiradadi sebesar Rp9.909.091,45, rata-rata penerimaan perajin tape sebesar Rp10.853.376,00 dan rata-rata pendapatan perajin tape sebesar Rp944.284,55. Berdasarkan pendapatan yang diperoleh, usaha perajin tape termasuk menguntungkan. Faktor produksi yang berpengaruh pada produksi tape pada perajin tape di Desa Wiradadi adalah bahan baku dan ragi. Penggunaan faktor produksi singkong dan ragi tidak optimal dan perlu dikurangi penggunaannya sampai batas perbandingan nilai produk marginal dengan harga faktor produksi sama dengan satu.

Kata kunci: tape singkong, faktor produksi, optimalisasi

## **SUMMARY**

*Wiradadi village is known as the center of cassava tapai production in Banyumas regency. The production of tapai is influenced by raw materials, yeasts, labors and firewoods. Under those circumstances, this research aims to: (1) calculate the costs and revenues from household scale tapai production in Wiradadi Village, (2) analyze the influence of raw materials, yeast, labor and firewood on household scale tape production in Wiradadi Village, (3) analyze the optimization of the use of household scale tape production factors in Wiradadi Village.*

*This research was conducted in Wiradadi village, Sokaraja District, Banyumas Regency on September 14th until October 13th, 2018. The research method uses the survey method. Meanwhile, the sampling method uses a census which is involving 25 tapai makers. Then, the analytical method in this study is analysis of costs and revenues, the Cobb-Douglas production function and the optimization of the use of production factors. In this research, there are three analytical methods used, the first is the analysis of costs and revenues, the second is the analysis of the Cobb-Douglas production function and the third is the analysis of the optimization of the use of production factors.*

*The results of this research shows that the average cost incurred by tapai makers in Desa Wiradadi was IDR 9.909.091,45, the average total revenue of tapai makers is IDR 10.853.376,00, and the average income of tapai makers is IDR 944.284,55. Based on the income earned, the tapai makers business is profitable. Raw materials and yeast are the production factors that influence the making of tapai by the makers of tapai in Wiradadi village. The use of cassava and yeast production factors is not optimal and needs to be reduced to the extent of the comparison of the value of marginal products with the production factor price equal to one.*

*Keywords: cassava tapai, production factors, optimization*