

ABSTRAK

Kabupaten Lebak merupakan bagian dari Provinsi Banten yang memiliki sumber daya alam yang melimpah. Kabupaten Lebak memiliki banyak sumber daya alam yang dapat dijadikan sumber kehidupan untuk masyarakatnya, seperti pada bidang pertanian, perikanan. Perkebunan gula aren yang merupakan salah satu spesimen dari produk budaya masyarakat di Kabupaten Lebak yang telah menjadi sumber kehidupan bagi masyarakatnya, terutama di Kecamatan Ciligrang.

Permasalahan dalam penelitian ini adalah (1) Berapa besar biaya produksi, penerimaan dan keuntungan perajin gula aren di Kecamatan Ciligrang, (2) Bagaimana mekanisme dan nilai rantai distribusi penyaluran produk gula aren di Kecamatan Ciligrang dan (3) Berapa besar tingkat efisiensi usaha perajin gula aren di Kecamatan Ciligrang. Tujuan dari penelitian ini untuk mengetahui besarnya biaya, penerimaan dan keuntungan perajin, mekanisme atau nilai rantai distribusi penyaluran produk gula aren dan besarnya tingkat efisiensi usaha perajin gula aren di Kecamatan Ciligrang.

Lokasi penelitian ditentukan di enam Desa di Kecamatan Ciligrang. Penelitian dilaksanakan pada bulan Juli 2019. Sampel dalam penelitian ini adalah 102 perajin gula aren, dengan teknik *Proportional Sampling Method*. Data dianalisis secara deskriptif.

Kata Kunci: Keuntungan; Rantai Distribusi; Efisiensi Usaha

ABSTRACT

Lebak Regency is part of Banten Province which has abundant natural resources. Lebak Regency has many natural resources that can be used as a source of life for its people, such as in agriculture, fisheries. Palm sugar plantations, which are one of the specimens of the cultural products of the people in Lebak Regency, have become a source of life for the people, especially in the District of Ciligrang.

The problems in this study are (1) How much is the cost of producing, receiving and profits of palm sugar crafters in Ciligrang Subdistrict, (2) What is the mechanism and value of the distribution chain of palm sugar products in Ciligrang District and (3) How much is the sugar crafter's business efficiency sugar palm in Ciligrang District. The purpose of this study was to determine the cost, receipt and profits of artisans, mechanisms or the value of the distribution chain of distribution of palm sugar products and the magnitude of the efficiency of the business of palm sugar crafters in the District of Ciligrang.

The location of the study was determined in six villages in the District of Ciligrang. The study was conducted in July 2019. The samples in this study were 102 palm sugar producers, with the Proportional Sampling Method technique. Data were analyzed descriptively.

Keywords: Benefits; Distribution Chain; Business Efficiency