

ABSTRACT

This research was conducted in two villages, namely Meunasah Tunong and Pante Panah Villages, Pante Bidari District, North Aceh Regency. This study aims to calculate the amount of profit and added value of bananas processed into banana sale at Mr Zainuddin's banana sale business, Mr Sufi's Banana Sale Business, and Mr Jabir's Banana Sale Business in Meunasah Tunong Village and Pante Panah Village, Pante Bidari District, East Aceh Regency. The method used is the Hayami method to calculate the added value and presented in tabular form. The results of this study indicate that the added value obtained from processing bananas into banana sale in banana sale business owned by Mr Zainuddin obtained is Rp 33,750 with a ratio value of 82.82%, in banana sale business Mr Sufi of Rp 35,500 with a ratio of 77.17%, and in banana sale business Mr Jabir of Rp 39,100 with a ratio of 73.77% in one production. The profit obtained in one production in Mr Zainuddin's banana sale business is Rp 33,000, in Mr Sufi's banana sale business is Rp 34,750, and in Mr Jabir's banana sale business is Rp 38,350. The profit obtained is interpreted as the net added value received by the entrepreneur in one production.

Keywords: Banana, Profit, Value Added.