

ABSTRACT

KHATTUL HUMAIRA. Income and Marketing Margin in Purun Woven Craft Agroindustry in Kuta Blang District, Bireuen Regency (Case Study: Purun Woven Craft UMKM "Beujroh" Gampong Blang Mee). Supervised by Muhammad Authar and Barmawi.

This research was conducted on the purun woven craft business of UMKM "Beujroh" Gampong Blang Mee, Kuta Blang District, Bireuen Regency. The UMKM was established since 2020 until now and is fostered by PT. Pupuk Iskandar Muda. This study uses quantitative and qualitative methods. The gross income obtained by the purun woven craft business of UMKM "Beujroh" is IDR 13,800,000, and the net income is IDR 2,295,474 per month. The R/C Ratio value is 1.19. Therefore, it can be concluded that the purun woven craft business of UMKM "Beujroh" is profitable and worth doing because the R/C Ratio >1 . The marketing margin on each product produced by the purun woven craft business, namely the price difference at the producer and consumer levels, is an average of approximately Rp. 10,000/product.

Key words : Purun Weaving, Crafts, Income, Marketing Margin, Purun Weaving.