

## ABSTRACT

This study aims to analyze the added value generated from the processing of brown sugar made from sap extracted from oil palm trunks. The background of this research lies in the utilization of previously neglected oil palm trunks, which are now being used as an alternative raw material due to their sap content that can be processed into brown sugar. The study was conducted on two agroindustries owned by Mrs. Yuyun and Mrs. Ritawati, located in Silau Rakyat Village, Sei Rampah District, Serdang Bedagai Regency. The research method used is a quantitative approach with added value analysis using the Hayami method. The results show that Mrs. Yuyun's agroindustry generates an added value of IDR 6.598,63 per kilogram with an added value ratio of 53,17% and a profit of IDR 5.758,63 per kilogram. Meanwhile, Mrs. Ritawati's agroindustry generates an added value of IDR 4.838,56 per kilogram with an added value ratio of 47,43% and a profit of IDR 4.138,56 per kilogram. These findings indicate that processing oil palm sap into brown sugar provides significant added value and represents a new economic opportunity for rural communities. This research is also useful for improving government policies in paying attention to household agroindustry.

**Keywords:** added value, agroindustry, brown sugar, hayami method, oil palm sap.