

ABSTRAK

UMKM play an important role in the local economy, including in the fishery processing sector such as shrimp paste. Terasi Kak Dah, located in Simpang Lhee Village, Langsa Barat Subdistrict, Langsa City, still uses traditional methods in its production process. Although capable of producing up to 3 tons of shrimp paste per month, the business faces several problems, including production fluctuations due to weather, unstable raw material supply, and a simple marketing system that lacks technological support for distribution. This study aims to analyze the profitability and marketing efficiency of the Terasi Kak Dah business. The method used is a quantitative approach through the analysis of Margin of Safety (MOS), Marginal Income Ratio (MIR), and marketing efficiency based on production, cost, and revenue data. The results show that the Margin of Safety (MOS) value of 94.74% and the Marginal Income Ratio (MIR) of 57.51% indicate that the business is in a financially safe condition and capable of generating a high contribution margin. The calculated profitability of 54.89% also indicates that more than half of the business's revenue is converted into profit, reflecting excellent cost management. Marketing channels 1 and 2 are considered efficient, with efficiency values below 50%, at 4,73% and 18,8% respectively.

Keywords : marketing efficiency, profitability, terasi, UMKM.