

ABSTRACT

The Inkego gongseng coconut business is a business that is engaged in processing coconuts into gongseng coconuts. Mr. M. Nizar's gongseng coconut business, which is located in Gampong Cot Puuk, Gandapura District, Bireuen Regency, is an industry that has been established since 2005. This research aims to analyze the profitability and marketing patterns of the Inkego gongseng coconut business. The data analysis method used is quantitative analysis using profitability analysis. The research results show that the total costs obtained were IDR 2,608,994, revenues amounted to IDR 3,300,000 and profits amounted to IDR 691,006. Profitability as shown by the gross profit margin for gongseng coconut products is 99.47%, the net profit margin for gongseng coconut products is 20.93%. The marketing patterns used are short marketing patterns and level one marketing patterns.

Keywords: coconut plants, gongseng coconut, marketing patterns, profitability.