

ABSTRACT

This study aims to analyze the added value and profit of cassava processing into *mie yeye* and *alen-alen* in Tanjung Jati Village, Binjai Subdistrict. The Hayami method was used to calculate added value, while profit analysis was employed to determine the net income obtained by the business owner. The data used in this study include the amount of raw material input, output, production costs, labor, and product selling price, which were obtained through direct interviews with the business owner. The results of the study show that the processing of cassava into *mie yeye* and *alen-alen* generates positive added value. The added value of *mie yeye* is Rp4.681,57 per kilogram with an added value ratio of 66.88%, classified as high, while the added value of *alen-alen* is Rp2.608,13 per kilogram with an added value ratio of 52.16%, classified as high. The profit of *mie yeye* processing is Rp4.423,57 per kilogram with a profit rate of 94,49%, while the profit of *alen-alen* processing is Rp2.348,84 per kilogram with a profit rate of 90,06%. These findings indicate that the cassava-processing agroindustry in Tanjung Jati Village is feasible and profitable to operate.

Keywords : cassava, added value, profit, mie yeye, alen-alen.