

ABSTRACT

Snake fruit is one of the horticultural commodities with the potential to be developed through agro-industrial activities to increase its economic value. One form of snake fruit processing is snake fruit jam, which is used as a filling in the production of snake fruit cake and snake fruit pie at UD. Bolu Salak Kenanga, Padangsidempuan City. This study aimed to analyze the value added generated from processing snake fruit into snake fruit jam at UD. Bolu Salak Kenanga. The research employed a case study method, with the research location selected purposively. The data consisted of primary data obtained through observation, interviews, and documentation, as well as secondary data collected from relevant literature and related institutions. Data were analyzed using the Hayami method to determine the value added. The results showed that one production process used 30 kg of snake fruit as raw material and produced 25 kg of snake fruit jam, with a conversion factor of 0.83. The raw material price was IDR 15,000 per kilogram, the output price was IDR 50,000 per kilogram, and the contribution of other inputs was IDR 9,690 per kilogram of raw material. The Hayami analysis indicated that the output value was IDR 41,500 per kilogram of raw material, with a value added of IDR 16,810 per kilogram of raw material and a value-added ratio of 40.50%, which is classified as high. Labor income was IDR 2,926 per kilogram of raw material, while the profit was IDR 13,884 per kilogram of raw material, with a profit rate of 82.59%. In conclusion, processing snake fruit into snake fruit jam at UD. Bolu Salak Kenanga generates a high level of value added and therefore has the potential to further increase the economic value of snake fruit through agro-industrial activities.

Keywords: Added value, Agroindustry, hayami method, Snake fruit jam, snake fruit