

ABSTRACT

This research was conducted in Simpang Lhee Village, West Langsa District, Langsa City in December 2023. The production of shrimp paste has been unstable and even tends to decrease, for example during the rainy season, which is the range of September to December. Due to constraints on the availability of raw materials and unfavorable weather, this condition affects the revenue and profits obtained by the shrimp paste agroindustry. This research uses profit analysis and qualitative descriptive analysis. The results of this study indicate that the agroindustry. UD. Radja obtained a greater profit of Rp4,223,369 compared to UD. Awaina which amounted to Rp3,422,927 based on the acquisition of raw materials from fishermen on the northeast coast of Langsa City. UD. Radja also obtained a greater profit of Rp5,548,369 for the acquisition of raw materials from partner agents outside the region compared to UD. Awaina, which is Rp3,422,927 for the acquisition of raw materials from fishermen on the northeast coast of Langsa City. The shrimp paste agro-industry businesses of UD. Radja and UD. Awaina are very good and feasible to run. This can be seen from the R/C Ratio value of the two agro-industries obtaining an $R > 1$ value, namely 2.0 for the acquisition of raw materials from fishermen and 2.7 for the acquisition of raw materials from agents at UD. Radja and 2.1 at UD agroindustry Awaina.

Keywords: Agroindustry, Profit Analysis, R/C Ratio, Terasi.