

## ABSTRACT

Cassava is a high-value commodity that makes up a large proportion of the staple foods that some people in Indonesia commonly consume. Cassava has great potential to increase the income of the Indonesian population. Efforts can overcome the problems faced by farmers during the harvest season and lead to a decline in the price of cassava. In addition, cassava is also a commodity whose storage time does not last long, so efforts can be made to increase sales. The value of cassava lies in the processing of cassava into processed foods, namely cassava chips. This research aims to analyze the level of value addition in the agro-industry of Kak Nur cassava chips in Banda Baro sub-district of North Aceh district. This research method uses descriptive and quantitative methods using the Hayami value added calculation method. The results of this research show that the processing of original cassava chips, balado, corn and chili sauce is carried out directly at the farm site at a price per kilogram, namely original chips of IDR 40,000/kg, for balado chips IDR 50,000/kg, corn chips IDR 50,000/kg and chili chips 50,000 IDR/kg. The added value of the original cassava chips is IDR 9,987/kg with a value added ratio of 60.8%, the added value of the Balado cassava chips is IDR 12,395/kg with a value added ratio of 61.9%, the added value of the corn cassava chips Chips is IDR 13,395/kg with a value added ratio of 63.7%, and the value added of sambal cassava chips is IDR 11,422 with a value added ratio of 50.7%. The value added rate of all chips is included in the high value added rate because it has a rate of >40%.

Keywords: Added value, Cassava chips, Product attribute