

**ANALISIS NILAI TAMBAH TEH PADA AGROINDUSTRI
PREMIUM TEA LUGU'S DI KECAMATAN GUNUNG
TALANG KABUPATEN SOLOK**

SKRIPSI



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Abstrak

Penelitian ini dilatarbelakangi oleh prospek cerah komoditas teh organik di pasar global dan peran penting agroindustri dalam meningkatkan nilai tambah produk pertanian. Penelitian dilaksanakan pada bulan Agustus-September 2024. Informan kunci terdiri dari pemilik agroindustri dan karyawan. Analisis data untuk tujuan 1 secara deskriptif tentang gambaran proses bisnis (pengadaan bahan baku, proses produksi, pemasaran) yang dilakukan agroindustri, tujuan 2 secara kuantitatif menggunakan metode Hayami terhadap pengolahan teh menjadi *loose tea*. Hasil penelitian menunjukkan bahwa Premium Tea LUGU's dalam pengadaan bahan baku bekerja sama dengan petani teh organik. Produk yang dihasilkan adalah *loose tea* dengan tiga jenis produk: *black tea*, *green tea* dan *white tea*. Proses produksi masing-masing teh membutuhkan waktu 27,1 jam, 12,8 jam, dan 2,5 jam. Produk dipasarkan secara *online* dan *offline* dalam kemasan 10 gram hingga 1 kilogram dengan harga Rp15.000 hingga Rp2.500.000. Analisis menunjukkan nilai tambah positif untuk setiap produk, dengan nilai tambah tertinggi pada *white tea* yaitu Rp142.395/kg dan keuntungan senilai Rp115.216/kg. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi pemerintah dalam mendorong pengembangan agroindustri teh skala kecil untuk peningkatan nilai tambah komoditas teh guna meningkatkan kesejahteraan petani.

Kata Kunci: Agroindustri, Loose tea, Keuntungan, Nilai tambah, Teh organik

ANALYSIS OF TEA ADDED VALUE IN LUGU'S PREMIUM TEA AGROINDUSTRY IN GUNUNG TALANG DISTRICT, SOLOK REGENCY

Abstract

This research is motivated by the bright prospects of organic tea commodities in the global market and the crucial role of agroindustries in increasing the added value of agricultural products. The research was conducted from August to September 2024. Key informants included the agroindustry owner and employees. Data analysis for the first objective was carried out descriptively, focusing on the business process (raw material procurement, production process, and marketing) carried out by the agroindustry. The second objective was analyzed quantitatively using the Hayami method to determine the added value of processing tea into loose tea. The results showed that Premium Tea LUGU's, in raw material procurement, collaborates with organic tea farmers. The resulting product is loose tea, with three varieties: black tea, green tea, and white tea. The production process for each tea requires 27.1 hours, 12.8 hours, and 2.5 hours, respectively. The products are marketed both online and offline in packages ranging from 10 grams to 1 kilogram, with prices ranging from IDR 15,000 to IDR 2,500,000. The analysis demonstrated a positive added value for each product, with white tea exhibiting the highest added value (IDR 142,395/kg) and profit (IDR 115,216/kg). This research is expected to provide input for the government in encouraging the development of small-scale tea agroindustries to increase the added value of tea commodities and ultimately improve the welfare of tea farmers.

Keywords: Added value, Agroindustry, Loose tea, Profit, Organic tea