

**ANALISIS NILAI TAMBAH AGROINDUSTRI AREN DI
NAGARI ANDALEH BARUH BUKIK KECAMATAN
SUNGAYANG KABUPATEN TANAH DATAR**

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Abstrak

Agroindustri aren di Nagari Andaleh Baruh Bukik, Kecamatan Sungayang, Kabupaten Tanah Datar menghasilkan tiga produk olahan dari nira aren, yaitu nira segar, gula cetak, dan gula semut. Sebelum nilai tambah dari perbedaan tingkat pengolahan tersebut dapat dianalisis dan dibandingkan, diperlukan terlebih dahulu pemahaman mengenai bagaimana gambaran aktivitas agroindustri aren di Nagari Andaleh Baruh Bukik, sekaligus menghitung nilai tambah yang dihasilkan. Penelitian ini bertujuan untuk (1) mendeskripsikan gambaran aktivitas agroindustri aren (2) menganalisis nilai tambah yang dihasilkan dari aktivitas pengolahan aren, menggunakan pendekatan deskriptif kualitatif dan deskriptif kuantitatif dengan metode Hayami. Data dikumpulkan melalui wawancara dan observasi terhadap pengolah aren serta informan kunci yang terdiri dari pedagang pengumpul, ketua kelompok tani, dan wali nagari. Hasil penelitian menunjukkan bahwa agroindustri aren di Nagari Andaleh Baruh Bukik merupakan usaha yang telah lama dijalankan oleh masyarakat dengan jumlah pengolah aren mencapai 98 orang. Agroindustri aren masih menggunakan peralatan tradisional pada saat proses produksi. Gula semut memberikan nilai tambah tertinggi sebesar Rp2.862,49/Kg bahan baku dengan rasio nilai tambah 62,92%. Nilai tambah gula cetak sebesar Rp1.341,20/Kg bahan baku dengan rasio 46,15%. Nilai tambah nira segar sebesar Rp932,66/Kg bahan baku dengan rasio 46,63%. Hasil penelitian menunjukkan bahwa perbedaan nilai tambah antar produk menunjukkan bahwa besarnya nilai tambah bukan ditentukan oleh panjang atau rumitnya proses pengolahan. Akan tetapi, nilai tambah dilihat dari seberapa besar nilai ekonomi yang bisa dihasilkan dari proses pengolahan. Hal ini dilihat dari harga jual produk yang diterima oleh pengolah. Untuk itu disarankan agar pengolah nira segar dapat mengolah lebih lanjut gula cetak atau gula semut. Serta perlunya peran pemerintah daerah untuk memberikan pelatihan dan pendampingan bagi pengolah aren.

Kata kunci : agroindustri aren, gula cetak, gula semut, metode hayami, nilai tambah

VALUE ADDED ANALYSIS OF THE PALM SUGAR AGROINDUSTRY IN NAGARI ANDALEH BARUH BUKIK, SUNGAYANG DISTRICT, TANAH DATAR REGENCY

Abstract

The sugar palm agroindustry in Nagari Andaleh Baruh Bukik, Sungayang District, Tanah Datar Regency, produces three processed products from palm sap fresh sap, molded sugar, and granulated sugar, making it necessary to understand the activities of this sugar palm agroindustry, as well as to calculate the value added generated.. Before the value added resulting from these differing levels of processing can be analyzed and compared, this study aims to describe the activities of the sugar palm agroindustry, and to analyze the value added generated from sugar palm processing activities. this study employed a descriptive qualitative and descriptive quantitative approach with the Hayami method. Data were collected through interviews and observations of sugar palm processors as well as key informants consisting of collector traders, the head of a farmer group, and the nagari head. The results show that the sugar palm agroindustry in Nagari Andaleh Baruh Bukik is a long standing business run by the community, with the number of sugar palm processors reaching 98 people who run the agroindustry. The agroindustry still uses traditional equipment during the production process. Granulated sugar provides the highest value added at IDR 2,862.49/kg of raw material, with a value added ratio of 62.92%. The value added of molded sugar is IDR 1,341.20/kg of raw material, with a ratio of 46.15%. The value added of fresh sap is IDR 932.66/kg of raw material, with a ratio of 46.63%. The result indicates that the difference in value added between products shows that the magnitude of value added is not determined by the length or complexity of the processing stages. Rather, value added is determined by the extent of the economic value that can be generated from the processing activity, as reflected in the selling price received by the processor. It is therefore recommended that fresh sap processors further process their sap into molded sugar or granulated sugar. In addition, local government involvement is needed to provide training and mentoring for sugar palm processors.

Keywords : *hayami method, molded palm sugar, palm agroindustry, granulated palm sugar, value added*