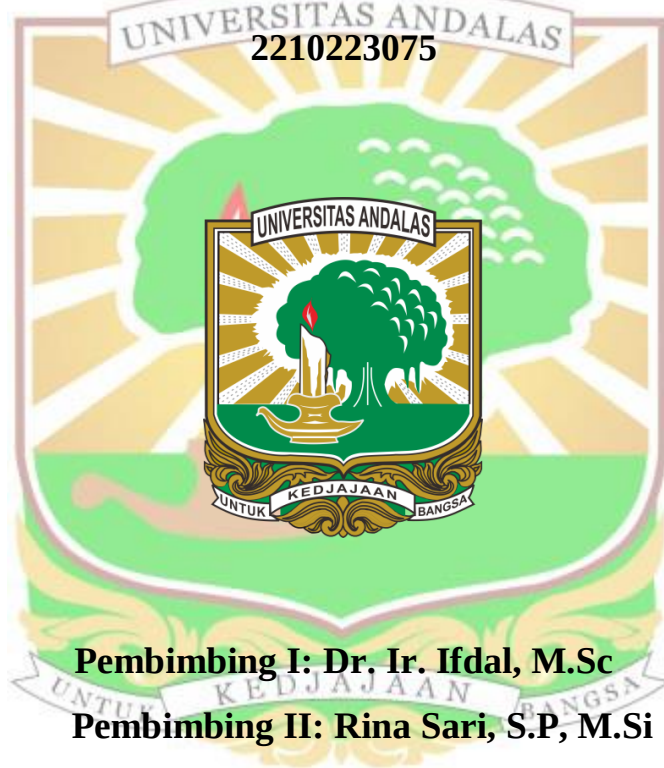


**ANALISIS USAHA AGROINDUSTRI BAWANG GORENG
FAZZA DI KOTA PADANG**

SKRIPSI

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Abstrak

Agroindustri Bawang Goreng Fazza merupakan usaha mikro yang mengolah bawang merah menjadi bawang goreng untuk meningkatkan nilai tambah komoditas pertanian. Usaha ini masih menghadapi kendala berupa fluktuasi bahan baku, penggunaan peralatan sederhana, pemasaran yang masih konvensional, serta pencatatan keuangan yang belum terstruktur. Penelitian ini bertujuan mendeskripsikan gambaran usaha, menganalisis keuntungan, dan titik impas (Break Even Point) pada Agroindustri Bawang Goreng Fazza di Kota Padang. Penelitian menggunakan metode deskriptif dengan pendekatan studi kasus. Data dikumpulkan melalui wawancara, observasi, dokumentasi, dan studi pustaka. Analisis data dilakukan secara deskriptif kualitatif untuk menggambarkan kondisi usaha, sedangkan analisis keuntungan disusun dengan pendekatan variable costing, serta analisis BEP. Hasil penelitian menunjukkan usaha memperoleh penerimaan sebesar Rp93.111.000 dengan total biaya Rp85.780.012 sehingga menghasilkan laba bersih Rp7.330.988 atau 8% dari penjualan. Titik impas dicapai pada penjualan Rp26.480.890 atau produksi 484 kg, serta R/C Ratio 1,08. Nilai $R/C > 1$ menunjukkan bahwa usaha Bawang Goreng Fazza layak dijalankan karena dapat memberikan keuntungan, sehingga berpotensi untuk dikembangkan melalui peningkatan efisiensi biaya, pengelolaan keuangan, dan strategi pemasaran. Namun jika usaha mengalami kenaikan bahan baku hingga 12% tanpa diikuti penyesuaian harga jual atau upaya efisiensi biaya produksi, maka keuntungan usaha akan semakin menurun.

Kata Kunci: Agroindustri, Analisis Usaha, Bawang Goreng, Keuntungan, Break Even Point (BEP)



ANALYSIS OF FAZZA'S FRIED ONION BUSINESS IN PADANG CITY

Abstract

Fazza Fried Onion Agroindustry is a microenterprise that processes red onions into fried onions to added value to agricultural commodities. This business still faces several challenges including price fluctuations of raw material, the use of basic processing equipment, conventional marketing practices, and unstructured financial record-keeping. This study aims to describe the business profile, analyze profitability, and determine the break-even point (BEP) of Fazza Fried Onion Agroindustry in Padang City. The study employed a descriptive method with a case study approach. Data were collected through interviews, observations, documentation, and a literature review. Data analysis was conducted using descriptive qualitative analysis to describe the business conditions, while profitability was analyzed using the variable costing approach, and Break Even Point (BEP) analysis. The results showed that the business generated total revenue of IDR 93.111.000, and incurred total production costs of IDR 85.780.012, resulting in a net profit of IDR 7.330.988, equivalent to 8% of total sales. The break even point (BEP) was achieved at sales of IDR 26.480.890 or a production volume of 484 kg. Furthermore, the business obtained an R/C Ratio of 1.08, indicating that the business is financially feasible because its revenue exceeds its total costs. Therefore, the business has the potential for further development through improved cost efficiency, better financial management, and more effective marketing strategies. However, a 12% increase in raw materials costs without a corresponding increase in the selling price or improvements in production cost efficiency, would further reduce the business profitability.

Keywords: *Agroindustry, Business Analysis, Fried Onion, Profit, Break Even Point (BEP).*

