

**ANALISIS PENDAPATAN USAHA PRODUKSI DANGKE
SEBAGAI MAKANAN TRADISIONAL UNGGULAN
DARI SUSU DI KECAMATAN CENDANA
KABUPATEN ENREKANG**

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INTISARI *)

Penelitian ini bertujuan untuk mengetahui analisis pendapatan usaha *home industry* dangke di Kecamatan Cendana, Kabupaten Enrekang. Penelitian ini dilaksanakan pada tanggal 29 Agustus – 03 Oktober 2022. Metode yang digunakan pada penelitian ini adalah survei. Untuk menentukan pengusaha yang akan dijadikan sampel digunakan metode *random sampling* dan untuk mengumpulkan informasi dari sampel digunakan metode wawancara. Responden yang digunakan sebagai sampel sebanyak 27 Orang dan memproduksi dangke setiap hari minimal 19 buah. Variabel dalam penelitian ini adalah identitas responden, total biaya, penerimaan, pendapatan, *Return Cost Ratio*, *Rentabilitas* dan *Payback Periode*. Data yang diperoleh ditabulasi dan dianalisis secara deskriptif. Berdasarkan hasil penelitian rata – rata umur pengusaha dangke 42,81 tahun, pengalaman usaha dangke 13,22 tahun, tingkat pendidikan lulusan SMP 11,11%, SMA 74,07%, S1 14,81%, total rata - rata penerimaan pertahun sebesar Rp. 276.859.722,22, total rata – rata pendapatan pengusaha dangke sebesar Rp. 80.676.167.48, *Return Cost Ratio* (RCR) pada usaha dangke 1,4, *Rentabilitas* 41,12%, *Break Even Point* (Buah) 676,29, *Break Even Point* (harga) Rp 17.772.291,95, *Payback Periode* (PP) 0,5 tahun. Disimpulkan bahwa usaha *home industry* dangke di Kecamatan Cendana Kabupaten Enrekang mengalami keuntungan dan layak untuk dikembangkan.

Kata Kunci : Dangke, Pendapatan, Enrekang.

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**THE INCOME ANALYSIS OF DANGKE PRODUCTION BUSINESS
AS EXCELLENT TRADITIONAL FOOD FROM MILK IN
CENDANA DISTRICT ENREKANG REGENCY**

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ABSTRACT*)

This study aims to determine the income analysis of the dangke home industry business in Cendana District, Enrekang Regency. This research was conducted on 29 August – 03 October 2022. The method used in this study is a survey. To determine the entrepreneurs to be sampled, a random sampling method was used, and to collect information from the sample, the interview method was used. Respondents who were sampled were 27 people and every day they produced at least 19 pieces of dangke. The variables in this study are the identity of the respondent, total costs, acceptance, income, Return Cost Ratio, Profitability, and Payback Period. The data obtained were tabulated and analyzed descriptively. Based on research results, the average age of dangke entrepreneurs is 42.81 years, dangke business experience is 13.22 years, the education level of junior high school graduates is 11.11%, senior high school is 74.07%, the bachelor's degree is 14.81%, the average total income per year Rp. 276,859,722.22, the total average income of dangke entrepreneurs is Rp. 80,676,167.48, Return Cost Ratio (RCR) in dangke business 1.4, Profitability 41.12%, Break Even Point (Fruit) 676.29, Break Even Point (rupiah) Rp17,772,291.95, Payback Period (PP) 0.5 years. It was concluded dangke home industry business in Cendana District, Enrekang Regency experienced profits and was feasible to develop.

Keywords: Dangke, Income, Enrekang.

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