

ABSTRACT

VALUE ADDED OF SATE BANDENG AGROINDUSTRY

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The goals of this research are to find out the process of sate bandeng, to know the comparison on sate bandeng agroindustry, and to know the quantity of job field segment on sate bandeng agroindustry activity.

The model of this research is study case, the research is taken purposively, located in Serang Sub district, Serang City, this research analyse by Hayami method.

The result of this research is the process of milkfish into sate bandeng generally almost equal on traditional process.

The highest value added Rp. 100.682,20/kg. and the lowest value added Rp. 62,805.73/kg. mean while the average value added in sate bandeng agroindustry on Serang Subdistrict Rp. 80,158,84kg

The segment average of job field in sate bandeng agroindustry activity on Serang Sub district equal 15.29 percent.

Keywords : Value Added, Agroindustry, Milkfish, Sate Bandeng.