

Feasibility Study Analysis of Wamena's Special Target Chips Jayawijaya District (Case Study of Bu Agung's Chips Business)

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Abstract. The agricultural sector in Wamena, Jayawijaya Regency is very promising to always be developed because it has fertile soil. One of the agricultural products that are familiar and successfully developed is taro or taro. There are two types of the taro that we often encounter in the market, namely purple and white taro. By the people of Wamena, taro is usually consumed to replace rice, because it is a source of high carbohydrates and a source of energy. In traditional events such as roasting taro stone, we often encounter it as a staple food accompanied by side dishes such as chicken plus various types of vegetables. One form of processed taro that is the concern of the author is taro chips. The respondents in this study were Bu Agung Keladi Chips which had been operating for 16 years and was located on the Trikora Wamena Street, Jayawijaya Regency, which contributed directly to increasing the income of the taro traders in the market in Wamena, Jayawijaya Regency. The purpose of this study was to determine the income analysis of the taro chip trader Ibu Agung. This research is qualitative, the data collection technique used is through interviews, observation, and documentation, and quantitative research is based on positivism (concrete data) research data in the form of numbers measured using statistics. Based on the results of the interviews conducted, the results of the study showed that Bu Agung's taro chips business earned income in one month with a total production of 3-4 times in 1 (one) month of Rp. 30,000,000,-. And based on the analysis of the R/C ratio data to determine the feasibility of the business whether the business provides a profit or loss has obtained a value of 2,142 with the acquisition of the R/C ratio value, the Ibu Agung taro chips business is declared feasible because each additional cost of Rp. 1,- will get a profit of 2,142. Thus, it can be concluded that the effort to make Ibu Agung's chips in Wamena, Jayawijaya Regency is declared feasible.

Keyword: income, business, taro chips.