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ANALYSIS OF ADDED VALUE OF CASSAVA INTO CASSAVA CHIPS IN SUNGAI RAYA DISTRICT, KUBU RAYA DISTRICT

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ABSTRACT

This study aims to evaluate the added value of processing cassava into cassava chips and identify market prospects. The research location was purposively selected at UMKM Cita Rasa Mandiri, which is located in Kuala Dua Village, Sungai Raya District, Kubu Raya Regency. This research was conducted from July 2024 to August 2024. The data collected consisted of primary and secondary sources, using observation and interview techniques. Data analysis was conducted using the hayami method for added value, along with an evaluation of costs, revenues, profits, and market potential as outlined by Kotler in 1997. The results of this study show that the processing of cassava into cassava chips generates added value. The added value of processing cassava chips in UMKM Cita Rasa Mandiri reached IDR 13,210 per kilogram of raw materials, with total costs of IDR 1,056,483, resulting in revenues of IDR 2,040,000 and profits of IDR 983,517, while the market potential is estimated at IDR 926,655,000.

INTRODUCTION

The agricultural sector is the main pillar of Indonesia's economic development because almost all of Indonesia's economic activities are centered on this sector. The success of increasing the development of the agricultural sector can be achieved if there is cooperation between various groups directly

related to agriculture, both from agricultural actors in this case farmers, government, research institutions, scientists, innovators, academics and the private sector as an industry, thus expected to solve the agricultural problems faced, and ultimately can improve the welfare of farmers (Hamidah, 2015).

The term "agroindustry", which is derived from the words "agricultural" and "industry", refers to an industry that produces a product that is utilized as a tool or input in agricultural enterprises, or that employs agricultural products as its primary raw material. Industrial operations that use agricultural products as raw materials, design, and supply equipment and services for these operations are referred to as agro-industry (Marsudi, 2013).

Cassava is also classified as a perishable commodity so that the shelf life is relatively short, to deal with this problem, the shelf life of cassava must be extended so that it has added value and at the same time increases its economic value, namely by processing and preserving cassava into processed products such as chips. The goal of cassava processing is to make it more durable so that it may be consumed and to use it to raise its market value.

Added value refers to the enhancement of a product's worth before production takes place, along with its worth after production. Turning cassava into cassava chips extends the shelf life of the cassava, making it more suitable for consumption while also increasing its market value. The process of transforming cassava into chips changes the basic product into a new offering that carries a greater economic worth once the production stages are completed. This processing leads to added value since it incurs costs that ultimately establish a new, elevated price, resulting in a more significant profit compared to not undergoing production. To determine the additional value that cassava chips create from cassava as a raw input, it is essential to conduct a value-added analysis, which reveals whether the operation is efficient and profitable (Imran et al., 2014).

The difference between the cost of raw materials or commodities that have not been processed and the cost of finished goods is known as added value. A product or commodity's increased value as a result of processing, transportation, or storage during the production process is known as added value (Dwiyono, 2019).

A number of previous studies that have highlighted value-added analysis using the Hayami method, as shown by (Mu'iz et al., 2023) the results of value-added analysis using the Hayami method, it can be seen that the cassava chip agroindustry at UD. Sumekar Pratiwi obtained a value-added of 74.8%, exceeding the specified criteria of 40% and can be categorized as high value-added. A similar study by (Serdang & Utara, 2021) also shows that the average value-added ratio for cassava processing is 43.69% > 40%, meaning that this value added is also considered high. According to (Novita & Saifuddin, 2024), processing cassava into cassava chips yields an average profit of 1.272.197 rupiah

per production process, with an efficiency of 1.715 rupiah, indicating that this business is efficient and viable. Another study conducted by (Hutagaol, 2020) states that the value added obtained from processing cassava into cassava chips contributes to the income and livelihood of business operators.

Market analysis is an important first step in determining the market potential for a product or service to be offered. By conducting a comprehensive market analysis, entrepreneurs can understand market trends, consumer needs, and business growth potential in the target market (Arifah & Misidawati, 2024). According to (Kuswandi et al., 2023), a potential market is a group of buyers who have shown sufficient interest in a product to make a purchase. However, consumer demand alone is insufficient to characterize a market. Customers in the market for your products must be able to afford them and have access to them. Previous research conducted by (Ahidin, 2013), which identifies and analyzes marketing opportunities and challenges, will assist companies in marketing products that are well-targeted and widely distributed.

The insight that added value is essential to spotting and seizing market opportunities is what makes this study novel. Businesses can close market gaps, increase customer loyalty, and strengthen their position in the marketplace by providing consumers with genuine value.

Sungai Raya Sub-district is the capital of Kubu Raya Regency, which is the center of government and economy of Kubu Raya Regency. It is geographically adjacent to Pontianak City, the capital of West Kalimantan province. Kecamatan Sungai Raya has good potential in agriculture.

Table 1. Harvested Area and Production of Cassava Plants from January to December in Kubu Raya Regency in 2015

No.	District	Harvested Area (Ha)	Average Production (Ha)	Production (Tons)
1	Batu Ampar	50	144,93	725
2	Retrieved	13	145,10	188
3	Kubu	50	142,66	714
4	Teluk Pakedai	4	142,52	57
5	Sungai Kakap	5	146,34	73
6	Rasau Jaya	66	142,96	944
7	Sungai Raya	25	143,19	357
8	Sungai Ambawang	28	141,57	397
9	Kuala Mandor B	10	137,72	138
	Total	**251**	**143,12**	**3.593**

Source: Food Crop Agriculture Statistics Kubu Raya Regency 2016

One of the industries currently running in Sungai Raya Subdistrict, especially in kuala dua village, is the processing of cassava as raw material for cassava chips, a business managed by UMKM Cita Rasa Mandiri in Kuala Dua village, Sungai Raya Subdistrict, Kubu Raya Regency.

The aim of this research was to assess the value added through the transformation of cassava into cassava chips, along with analyzing expenses, income, profits, and possible market opportunities.

The advantages of conducting research are to supply valuable insights to chip manufacturers, encouraging them to boost their earnings. This information also serves as a resource for various stakeholders and organizations, enabling them to assist small businesses comprehensively in enhancing the income and well-being of these enterprises. For governmental bodies, the findings of this study are anticipated to aid in creating diverse policy approaches geared towards advancing small and medium-sized enterprises and the growth of cassava.

RESEARCH METHODS

Purposively, the research was conducted at UMKM Cita Rasa Mandiri, which is situated in Kuala Dua Village, Sungai Raya District, Kubu Raya Regency. This was done because the company has been producing cassava chips for a long time (Firnanda & Tamami, 2021). Both primary and secondary data were gathered. Direct interviews with MSME leaders and staff provide primary data. Financial production reports are examples of data collected and evaluated using quantitative data, which is data analysis where the methodology is expressed in numerical terms. The primary focus of quantitative analysis is the Hayami method, which is used to calculate the cost of producing cassava chips for usage in commercial businesses.

Method of Collecting Data

The methodical process of obtaining and documenting information pertinent to a certain study goal is known as data collection (Romdona, n.d.). The information gathered and examined through quantitative means involves looking at data presented in numerical form, like financial production reports. This quantitative assessment primarily focuses on calculating the production cost of converting cassava into cassava chips using the Hayami method commonly utilized by business entities.

- Observation
  Observation, or the act of observing, is a method of gathering information by visiting and viewing directly in the environment related to the subject being investigated.
- Literature search
  Literature search is a way of collecting data by using part or all of the existing data or data reports from previous researchers. For example: data such as theories, data from BPS, and other related sources to obtain literature data as a theoretical basis.

- Interview
  An interview serves as a method for gathering information by engaging in a question-and-answer session with the subject of the research or with intermediaries who possess knowledge about the issues related to the subject being examined.
- Questionnaire
  The survey serves as a method for gathering information by providing participants with a series of questions or written prompts to respond to.

Data Analysis Method

The results of the data obtained will then be processed and analyzed more deeply in the form of tables and descriptions and explained descriptively, this is done with the aim of knowing the analysis of the added value of cassava as a raw material for cassava chips at UMKM Cita Rasa Mandiri.

1. Value Added Analysis

To determine the amount of Value Added in this study, it was carried out using the Hayami Method as below**.**

Table 2. Hayami Method Calculation

Variables	Value
Output, Input and Price	
1. Output (Kg)	(1)
2. Input (Kg)	(2)
3. Labor (Hour/Day)	(3)
4. Conversion Factor	(4) = (1)/(2)
5. Labor Coefficient	(5) = (3)/(2)
6. Output Price (Rp/Kg)	(6)
7. Direct Labor Wages (Rp)	(7)
Revenue and Profit	
8. Raw Material Price (Rp/Kg)	(8)
9. Other Input Contribution (Rp/Kg)	(9)
10. Output Value (Rp/Kg)	(10) = (4) x (6)
11. a. Value Added (IDR/Kg)	(11a) = (10) - (9) - (8)
b. Value-added Ratio (%)	(11b) = (11a)/(10) x 100%
12. a. Direct Labor Income (Rp/Kg)	(12a) = (5) x (7)
b. Labor Share (%)	(12b) = (12a)/(11a) x 100%
13. a. Profit (IDR/Kg)	(13a) = (11a) - (12a)
b. Profit Rate (%)	(13b) = (13a)/(11a) x 100%

Source : (Hayami et al., 1987)

2. Cost and Income Analysis

- **Cost**

  To determine the overall production expenses, one can use the following formula:

TC = TVC + TFC

Description:

TC = Total Cost (in Rupiah)
TVC = Total Variable Cost (in Rupiah)
TFC = Total Fixed Cost (in Rupiah)

- **Revenue**

Revenue is the multiplication of production obtained by the selling price. This statement can be written as follows:

TR = Y x Py

Description:

TR = Total revenue (in Rupiah)
Y = Production obtained (in Rupiah)
Py = Price of Y (in Rupiah)

- **Revenue / Profit**

Profit is calculated by subtracting total revenue from total costs. To see the amount of business profits using the formula:

Π = TR - TC

Description:

Π = Income (in Rupiah)
TR = Total revenue (in Rupiah)
TC = Total costs (in Rupiah)

- **Market Opportunities**

Market opportunities are known through the calculation of potential markets with the following formula:

Q = n.q.p

Description:

Q = total market potential
n = number of buyers of the product/specific market (People/Year)
q = quantity purchased by the average buyer (Packs/Day)
p = average unit price (Rupiah/Pack)

RESULTS AND DISCUSSION

Characteristics of SMEs

Cita Rasa Mandiri is a micro, small, and medium enterprise engaged in the production of snacks. The business is located in Kuala Dua Village, Sungai Raya District, Kubu Raya Regency, West Kalimantan. With a primary focus on traditional snack products, this SME has grown into a well-known local producer renowned for the quality and taste of its products. Founded in 2016 by Mrs. Siti

Rahmah, the business was born out of the founder's personal determination to achieve financial independence. Armed with an entrepreneurial spirit and skills in processing local food ingredients, Mrs. Siti started her business by turning sweet potatoes into cassava chips. The idea emerged from her desire to transform easily accessible raw materials into high-value products. In addition to meeting her family's economic needs, Mrs. Siti also had a social objective: to create job opportunities for the local community. Today, Cita Rasa Mandiri SME has expanded its product line and no longer produces only cassava chips but also tempeh chips and banana chips, all made using traditional recipes and hygienic home-based production techniques. These products have a distinctive flavor and are a favorite choice among local consumers. Production activities at this SME take place daily, adapting to the evolving market demand, both from individual consumers and nearby grocery stores and snack shops. The business currently employs four permanent staff members, each with specific roles in the production process, from raw material selection, processing, frying, to product packaging. Employee working hours are from 7:00 AM to 3:00 PM, following a structured yet flexible daily work system. Mrs. Siti, the business owner, is actively involved in production activities and daily management, from raw material procurement to distributing finished products to consumers and retailers.

Value-Added Analysis on Cassava Chips Processing

The added value of a product is the result of the value of the final product minus the intermediate costs consisting of the cost of raw materials and supporting materials (Tarigan in Elvia, 2016). The value added to products and services that production units utilize as intermediate costs during the production process is known as value added. The service charge for the involvement of production elements in the manufacturing process is equivalent to this added value. The product's added value will be lower if a higher-value intermediate cost component is utilized. Conversely, the product's value added will be higher if the intermediate expenses are lower.

Value-added analysis is used to determine the amount of value added contained in cassava that is processed into cassava chips. (Hayami in Widiastuti et al., 2020) value-added analysis method is a method that estimates changes in the value of raw materials after processing. The value added that occurs in the processing process is the difference between the value of the product and the cost of raw materials and other inputs. The calculation of the value added from processing cassava into cassava chips can be seen in Table 3.

With an average raw material/input of 100 kg, the production/output for one production process is 34 kg, according to the results of the added value calculation in the above table. Cassava, which is measured in kilograms, is the raw material utilized here. Once it is transformed into chips, it is measured per

pack or, if converted to kilograms, 34 kg during a single manufacture. Therefore, eight hours of labor per day are needed for one cassava chip producing activity.

Table 3. Results of Analysis of Added Value of Cassava Chips for one production in July 2024 at UMKM Cita Rasa Mandiri

Variables	Value
Output, Input and Price	
1. Output (Kg)	34
2. Input (Kg)	100
3. Labor (Hour/Day)	(8)
4. Conversion Factor	(0,34) = (1)/(2)
5. Labor Coefficient	(0,08)
6. Output Price (Rp/Kg)	(60.000)
7. Direct Labor Wages (Rp)	(50.000)
Revenue and Profit	
8. Raw Material Price (Rp/Kg)	(4.000)
9. Other Input Contribution (Rp/Kg)	(3.190)
10. Output Value (Rp/Kg)	(20.400) = (4) x (6)
11. a. Value Added (IDR/Kg)	(13.210) = (10) - (9) - (8)
b. Value-added Ratio (%)	(64%) = (11a)/(10) x 100%
12. a. Direct Labor Income (Rp/Kg)	(4.000) = (5) x (7)
b. Labor Share (%)	(30%) = (12a)/(11a) x 100%
13. a. Profit (IDR/Kg)	(9.210) = (11a) - (12a)
b. Profit Rate (%)	(70%) = (13a)/(11a) x 100%

Source: (Hayami et al., 1987)

The quotient of labor and the quantity of raw materials employed in the production process is known as the labor coefficient. At UMKM Cita Rasa Mandiri, the labor coefficient is 0.08, meaning that one production takes 0.08 hours for every kilogram of raw materials. Cassava chips are marketed for Rp 60,000 per kilogram. The hourly wage is IDR 50,000. Farmers provide the raw materials for cassava, which are sold for Rp 4,000/kg. Depending on the season, the price of the raw materials may vary. The proprietor of UMKM Cita Rasa Mandiri also selects high-quality cassava. The price of the other input contributions, which comes from the entire manufacturing costs excluding labor and raw materials, is Rp 3,190/kg. Table 4 below shows the computation of the overall contribution of other inputs at UMKM Cita Rasa Mandiri.

Table 4. Contribution Costs of Other Inputs for One Time Cassava Chips Production Process in July 2024 at UMKM Cita Rasa Mandiri

Description	Quantity (Unit)		Price (Rp/Unit)	Total (Rp)
Cooking oil	10	Kg	17.000	170.000
Salt	8	Wrap	3.000	24.000
Plastic 15x25	1	Kg	40.000	40.000
Flavoring	1	Wrap	13.000	13.000
3 kg LPG gas	3	Tube	24.000	72.000
Total				**319.000**

Source: Primary data processed, 2025

The conversion factor's output value of cassava chips is multiplied by the Rp 20,400/kg output price. In the meantime, IDR 13,210/kg is the added value that results from turning cassava into chips. With a value-added ratio above 40%, UMKM Cita Rasa Mandiri's cassava chips agro-industry has a high added value from processing cassava into chips. For every kilogram of cassava processed, the workers at UMKM Cita Rasa Mandiri receive IDR 4,000/kg in labor pay. UMKM Cita Rasa Mandiri has a 30% labor share. At a 70% profit rate, Rp 9,210/kg of raw material is the profit made from processing cassava chips.

Cost Analysis

Cost assessment is employed to determine the overall expenses of the cassava chip production enterprise within the manufacturing framework, incorporating both fixed and variable costs. The aim of the cost assessment for the cassava chip production sector is to categorize expenses based on the primary functions within the business and how they respond to fluctuations in the volume of business operations. All incurred expenses are subsequently classified according to how they respond to changes in the level of business activities into fixed expenses and variable expenses.

Production Cost

Production costs are the costs required to process raw materials into finished products that are ready for sale (Nuban, 2012). Production costs in this study include fixed costs and variable costs. Fixed costs are depreciation costs and labor costs, while variable costs include raw material costs and other input costs.

Fixed Cost

Fixed costs are costs that remain constant regardless of the level of activity (Faisal, 2022). In this study, fixed costs are equipment depreciation costs and labor costs.

Tool Depreciation Cost

The amount of depreciation costs for equipment can be seen in Table 5. The amount of depreciation costs at UMKM Cita Rasa Mandiri is Rp. 137,483. The equipment for making cassava chips was purchased by since the beginning of the business, some of these tools have been replaced with new tools. This shows that the equipment used is depreciated.

Table 5. Depreciation of Equipment in Processing Cassava Chips Per Month at UMKM Cita Rasa Mandiri

No.	Tool Name	Total		Price (Rp)	Economi Life (Months)	Depreciation (Rp)
1	Cauldron	3	Unit	250.000	48	15.625
2	Shavings	5	Unit	16.000	24	3.333
3	Stirring spoon	4	Unit	16.000	36	1.777
4	Gas stove	1	Set	500.000	60	8.333
5	Knife	5	Unit	15.000	24	3.125
6	Jar	5	Unit	60.000	36	8.333
7	Basin	3	Unit	30.000	36	2.500
8	Clamp	4	Unit	8.000	24	1.333
9	Sweet potato cutting machine	1	Unit	900.000	60	15.000
10	Small plastic press machine	1	Unit	250.000	48	5.208
11	Large plastic press machine	1	Unit	7.000.000	96	72.916
Total		**33**		**9.045.000**	**492**	**137.483**
Total Depreciation Cost						**137.483**

Source: Primary data processed, 2025

Labor Cost

Labor costs, calculated in HOK and per one-time production process are valued in rupiah (Anfal et al., 2019). At UMKM Cita Rasa Mandiri Direct Labor Income for one production process per person is IDR 50,000 for 4 people.

Total Fixed Cost

The amount of fixed costs is the sum of depreciation costs and labor costs, while the total fixed costs incurred by UMKM Cita Rasa Mandiri in one production process are as follows.

Table 6. Total Fixed Costs of Cassava Chips Processing for One Production Process in July 2024 at UMKM Cita Rasa Mandiri

Cost Type	Value (Rp)
Tool Depreciation Cost	137.483
Labor Cost	200.000
Total Cost	**337.483**

Source: Primary data processed, 2025

Non-Fixed Cost

Non-fixed costs according to (Wijaksono in Elvia, 2016)) are defined as costs whose size is influenced by the production obtained. The costs used for production can be distinguished costs whose total amount will change

proportional to changes in the volume of activities. In the process of processing cassava chips, which includes non-fixed costs, are the cost of raw materials and the cost of other input contributions.

Raw Materials

The components that make up the full final product are known as raw materials (Harahap & Prima, 2019). The producer needs 100 kg of raw materials for cassava chips per production, each kg is purchased from farmers for IDR 4,000. The cost of raw materials per cassava chips production process is IDR 400,000.

Other Input Contributions

In addition to labor and raw material costs, business owners often incur various input contributions (Febrianto et al., 2025). Other input contributions consist of fuel, auxiliary materials, packaging materials and depreciation of equipment used in the production process. other input contributions are obtained by buying directly from shops or agents. More details on the contribution of other inputs to cassava chips processing at Cita Rasa Mandiri MSMEs can be seen in Table 7.

Table 7. Contribution Costs of Other Inputs During One Time Production of Cassava Chips in July 2024 at UMKM Cita Rasa Mandiri

Description	Quantity (Unit)		Price (Rp/Unit)	Total (Rp)	Percentage (%)
Cooking oil	10	kg	17.000	170.000	53,29%
Salt	8	wrap	3.000	24.000	7,52%
Plastic 15x25	1	kg	40.000	40.000	12,54%
Flavoring	1	wrap	13.000	13.000	4,08%
3 kg LPG gas	3	tube	24.000	72.000	22,57%
Total				**319.000**	**100%**

Source: Primary data processed, 2025

From the table above, the quantity of each item is multiplied by its unit price, then added together to determine the total expenditure. Cooking oil is the largest expense, amounting to Rp170,000 out of the total Rp319,000, with approximately half (53.29%) spent on cooking oil. LPG gas is the second largest expense, amounting to Rp72,000, which is 22.57% of the total expenditure. Plastic bags (15x25) account for 12.54% of total spending, amounting to Rp40,000. Salt only accounts for 7.52%, a relatively small amount, totaling Rp24,000, while seasoning has the smallest expenditure, at just 4.08% or Rp13,000.

Total Non-Fixed Costs

In the cassava chips production process, the non-fixed costs include the cost of raw materials, the cost of other input contributions. The non-fixed costs in one production process can be seen in Table 8.

Table 8. Total Non-Fixed Costs of Processing Cassava Chips for One Production Process in July 2024 at UMKM Cita Rasa Mandiri

Cost Type	Value (Rp)
Raw materials	400.000
Other input contribution	319.000
Total Cost	**719.000**

Source: Primary data processed, 2025

Table 8 shows the total variable costs at Cita Rasa Mandiri MSME amounting to Rp. 719,000, with raw material costs for 100 kg of cassava chips at Rp. 4,000 per kg, resulting in total raw material costs of Rp. 400,000, and other input contributions amounting to Rp. 319,000, which includes salt, cooking oil, flavor enhancers, plastic, and LPG gas.

Total Cost

The sum of all expenses incurred during the entire production process of goods or services is known as the total cost (Gumilar et al., 2020). All expenses derived from the sum of fixed and non-fixed costs are included in the overall cost of producing cassava chips. Table 9 displays the overall cost of the cassava chip manufacturing production process.

Table 9. Total Cost of Processing Cassava Chips for One Time Production in July 2024 at UMKM Cita Rasa Mandiri

Cost Type	Value (Rp)
Fixed Cost	337.483
Non-Fixed Costs	719.000
Total Cost	**1.056.483**

Source: Primary data processed, 2025

The average total cost for each cassava chips processing process is Rp 1,056,483, as can be seen from the above table, which displays the results of the computation of the total fixed costs of Rp 337,483 and non-fixed costs of Rp 719,000 for the processing of cassava chips at UMKM Cita Rasa Mandiri.

Revenue and Profit

Revenue is calculated by subtracting total expenses from business sales. A measurable flow of money in a specific industry is called revenue or profit. Revenue is the sum of all expenditures incurred during business operations less revenue. Stated differently, income is calculated by subtracting production expenses from revenue (Susanti in Nasruddin, 2017)). In general, income is the difference between revenue and total expenditures and profits, or the profit that someone receives from selling goods after deducting expenses.

Acceptance of cassava processing into cassava chips is calculated from the amount of production produced multiplied by the price. Profit is the difference between total revenue (TR) and total cost (TC). The amount of revenue and profit for each cassava chip production process can be seen in Table 10.

Table 10. Revenue and Profit for One Time Cassava Chips Production Process in July 2024 at UMKM Cita Rasa Mandiri

Description	Value (Rp)
Reception	2.040.000
Processing Cost	
Fixed Cost	337.483
Non-Fixed Costs	719.000
Total Cost	**1.056.483**
Advantages	**983.517**

Source: Primary data processed, 2025

Based on Table 10. Shows that the revenue of cassava processing business during one production spends 100 kg of raw cassava then from 100 kg of raw cassava after the production process produces 34 kg of cassava chips which are then sold to the public at a price per kg of Rp. 60,000, so that the revenue obtained by UMKM Cita Rasa Mandiri in one production is Rp. 2,040,000, and gets a profit of Rp. 983,517, so it can be said that UMKM Cita Rasa Mandiri is profitable.

Market Opportunities

Before moving on to other aspects is the marketing aspect. Marketing aspects include the volume of products to be marketed, market potential, product supply and demand, price, and market segmentation. One of the main reasons companies conduct market research is to identify market opportunities, so that business development will always follow the development of the market economy. The definition of market opportunities according to (Kotler in Lucg et al., 2021) is that market opportunities are an area of buyer needs where companies operate profitably. Recognizing the potential market for a product will have an impact on sales volume and the profits earned by marketers will increase (Fitriady, 2014).

Table 11. Population, Households and Average Household Members in Kubu Raya Regency 2023

No.	District	Total Population	Number of Households	Average Household Members
1	Batu Ampar	36.340	9.085	4
2	Terentang	14.150	3.537	4
3	Kubu	43.410	10.852	4
4	Teluk Pakedai	20.560	5.140	4
5	Sungai Kakap	129.080	32.270	4
6	Rasau Jaya	32.380	8.095	4
7	Sungai Raya	247.110	61.777	4
8	Sungai Ambawang	88.040	22.010	4
9	Kuala Mandor B	28.180	7.045	4
Total		**639.250**	**159.811**	**4**

Source: BPS Kubu Raya (2024)

Based on table 11, it is known that the number of households in Sungai Raya sub-district in 2018 reached 61,777 households. These households represent a group of consumers who have an interest at a sufficient level, but have not been identified whether they have the purchasing power and access to obtain it.

Based on the survey results, the average consumer purchase is 1 pack per day. The calculation of the potential market potential for tofu products is done through Kotler's (1997) approach as follows:

Q = n.q.p
= 61.777×1×15.000
= 926.655.000

Description:

q = Total market potential
n = Potential consumers in Sungai Raya sub-district in 2018 = (Number of households)
q = Quantity purchased by the average buyer (Pack/Day) = 1 pack/day
p = Average unit price (Rupiah/Package) = Rp. 15,000/package

Based on the above conditions, it is known that the available cassava chips market potential is worth IDR 926,655,000.

CONCLUSIONS

Conclusions

The business activities of cassava chips processing have added value, according to the findings of the research and data analysis carried out at UMKM Cita Rasa Mandiri, which is owned by Mrs. Siti Rahmah and is situated in Kuala Dua Village, Sungai Raya District, Kubu Raya Regency. The value-added analysis's findings, which show that the added value of cassava chips is IDR 13,210 per kilogram of raw material, demonstrate this.

According to the findings of the cost analysis, UMKM Cita Rasa Mandiri made Rp 983,517 in profit on a single production that had total expenditures of Rp 1,056,483 and revenue of Rp 2,040,000. Based on the results of the calculation of the potential market for cassava chips products, IDR 926,655,000 was obtained.

Suggestion

UMKM Cita Rasa Mandiri ought to create additional varieties of cassava chips moving forward, setting themselves apart from nearby local businesses. Given the additional benefits generated, this cassava chip sector shows promise for growth. There is a necessity for support and direction from governmental

bodies and organizations that encompasses technology, management elements, financial resources, marketing strategies, and various other considerations.

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