

## LAMPIRAN

### Lampiran 1. Perhitungan Aspek Finansial

#### 1. Biaya Tidak Tetap Produksi

No	Alat	Jumlah	Harga per Unit	Harga	Nilai Sisa Per Unit	Umur Ekonomis	Nilai Penyusutan
1.	Timbangan digital	1	Rp 56.000	Rp 56.000	Rp 5.600	5	Rp 10.080
2.	Baskom	1	Rp 13.000	Rp 13.000	Rp 1.300	2	Rp 5.850
3.	Sendok	1	Rp 5.000	Rp 5.000	Rp 500	5	Rp 900
4.	Blender	1	Rp 200.000	Rp 200.000	Rp 20.000	5	Rp 36.000
5.	Pisau	1	Rp 10.000	Rp 10.000	Rp 1.000	5	Rp 1.800
				<b>Rp 284.000</b>			<b>Rp 54.630</b>

#### 2. Perhitungan Biaya Operasional Produksi

No	Alat	Jumlah	Harga per Hari	Total Harga per Hari	Total Harga
1.	Kendaraan	1	Rp 20.000	Rp 20.000	Rp 20.000
2.	Tenaga	1	Rp 10.000	Rp 10.000	Rp 40.000
					<b>Rp 60.000</b>

#### 3. Perhitungan Tetap Produksi

No	Bahan	Harga Satuan	volume	Total Harga
1.	Pisang	Rp 20.000	9000 g	Rp 180.000
2.	Alpukat	Rp 23.000	7500 g	Rp 172.500
3.	Madu	Rp 27.000	3000 g	Rp 81.000
4.	Kurma	Rp 20.000	1800 g	Rp 36.000
5.	Yogurt	Rp 22.000	2100 g	Rp 110.000
6.	Botol plastik	Rp 56.000	60 buah	Rp 40.000
7.	Stiker	Rp 30.000	60 buah	Rp 30.000
				<b>Rp 649.500</b>

#### 4. Perhitungan Harga Pokok Produksi

$$\begin{aligned}
 \text{HPP} &= \frac{FC+VC}{TS} \\
 &= \frac{Rp\ 60.000+Rp\ 649.500}{60} \\
 &= Rp\ 11.825 \text{ atau } 12.000
 \end{aligned}$$

#### 5. Perhitungan Harga Jual

$$\begin{aligned}
 \text{Harga Jual} &= \text{HPP} + \text{Keuntungan yang diinginkan} \\
 &= Rp\ 12.000 + 20\% \\
 &= Rp\ 14.400 \text{ atau } 15.000
 \end{aligned}$$

#### 6. Perhitungan Total Produk yang Terjual

<b>Waktu</b>	<b>Jumlah yang Terjual</b>	<b>Keterangan</b>
Bulan Juni	55	Offline
	5	Online
<b>Total</b>	<b>60</b>	

7. Perhitungan Total Pendapatan

$$\begin{aligned}
 \text{Total Pendapatan (TR0)} &= \text{Harga Produk (P)} \times \text{Total Pejualan (Q)} \\
 &= \text{Rp } 15000 \times 60 \\
 &= \text{Rp } 900.000
 \end{aligned}$$

8. Perhitungan Keuntungan/Laba

$$\begin{aligned}
 \text{Keuntungan/laba} &= \text{Total pendapatan} - \text{Total biaya} \\
 &= \text{Rp } 900.000 - \text{Rp } 709.500 \\
 &= \text{Rp } 190.500
 \end{aligned}$$

9. Perhitungan BEP

1) BEP Produksi

$$\begin{aligned}
 \text{BEP Produksi} &= \frac{\text{Total Biaya}}{\text{Harga Jual}} \\
 &= \frac{\text{Rp } 709.500}{\text{Rp } 15.000} \\
 &= 47,3 \text{ atau } 47 \text{ botol}
 \end{aligned}$$

2) BEP Harga

$$\begin{aligned}
 \text{BEP Harga} &= \frac{\text{Total Biaya}}{\text{Jumlah Produk}} \\
 &= \frac{\text{Rp } 709.500}{60} \\
 &= \text{Rp } 11.825
 \end{aligned}$$

10. Perhitungan ROI

$$\begin{aligned}
 \text{ROI} &= \frac{\text{Laba Usaha}}{\text{Modal Usaha}} \times 100\% \\
 &= \frac{\text{Rp } 190.500}{\text{Rp } 709.500} \times 100\% \\
 &= 26\%
 \end{aligned}$$

11. Perhitungan R/C

$$\begin{aligned}
 \text{ROI} &= \frac{\text{Total Pendapatan}}{\text{Total Biaya}} \\
 &= \frac{\text{Rp } 900.000}{\text{Rp } 709.500} \\
 &= 1,26
 \end{aligned}$$

## Lampiran 2. Respon Pembeli

This screenshot shows a Google Forms interface for a survey titled "Kuisiner Tingkat Kesukaan Pembeli". The form is in the "Jawaban" (Answers) view, showing 36 responses. The interface includes a "Lihat di Spreadsheet" button, a "Menerima jawaban" toggle, and tabs for "Ringkasan", "Pertanyaan", and "Individual". The "Nama" field lists the following names: ilma mz, Rachel Shalomita, and SEVIADIN DWI RATNA SARI. The browser's taskbar at the bottom shows the date as 13/06/2024 and the time as 4:41.

This screenshot shows a Google Forms interface for a survey titled "Kuisiner Tingkat Kepuasan Pembeli". The form is in the "Jawaban" (Answers) view, showing 36 responses. The interface includes a "Link ke Spreadsheet" button, a "Menerima jawaban" toggle, and tabs for "Ringkasan", "Pertanyaan", and "Individual". The "Nama" field lists the following names: ilma mz, Rachel Shalomita Rianska, and SEVIADIN DWI RATNA SARI. The browser's taskbar at the bottom shows the date as 13/06/2024 and the time as 4:42.

This screenshot shows the question view of the "Kuisiner Tingkat Kepuasan Pembeli" survey. It contains three Likert scale questions, each with four radio button options: "Sangat Baik", "Baik", "Cukup", and "Kurang". The questions are: "Apakah anda puas dengan produk smoothies cava?\*", "Apakah anda puas dengan harga smoothies cava?\*", and "Apakah anda puas dengan kemasan smoothies cava?\*" The browser's taskbar at the bottom shows the date as 01/07/2024 and the time as 9:23.

Lampiran 3. Produksi Smoothies Cava



