

The Profile of Traditional Food Home Industry of *Pothil* in Karanganyar, Krasak, Salaman, Magelang

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ABSTRACT

The purpose of the research is to know the profile of traditional food home industry of *Pothil* in Karanganyar, Krasak, Salaman, Magelang 1) Human resources aspect 2) Production aspect 3) Marketing aspect

This research is survey research. Population and sample of this research is 14 units production *pothil* in Karanganyarn Krasak, Salaman, Magelang. The technique to collect the data by using questioner method and interviewing. The data analyze by using descriptive analyze.

The result of this research show that the identity of *pothil*'s producer as respondents 30 until 60 years old and they are female. This industry have done for 1 until 20 years. 1) The human resource we can see from that the level producers *pothil* education is elementary school. And all of the respondents have not yet followed the training. All the respondents also have no working experience except producing the *pothil*. The workers and the organization industry is done by their own family 2) Production aspect: the capital of the industry is come from their own capital at about Rp. 40.000,- until Rp. 89.000,-/day. The materials of *pothil* are cassava , sesame, salt, onion, vegetable oils, and food coloring. The utensils which is used are very traditional. The production activity is done everyday in their own house. *Pothil* has ring small shape that connected with another and has diameter ± 15 cm and ± 25 cm, yellow color, crispy, delicious, and the center there are sesames. 3) Marketing aspect: *pothil* package is made from plastic, and has no brand, the *pothil*'s price is at about Rp. 1500,- for small shape and Rp 2500,- for big shape. The income at about Rp. 60.000 until Rp.100.000,-/day. The *pothil* marketing is located in traditional market around Krasak and Salaman.

Key words: the home industry, food traditional, *pothil*