

ABSTRACT

Pidada fruit (Sonneratia caseolaris) is a type of mangrove fruit that grows abundantly in all coastal areas of Indonesia. The potential contained in the mangrove forest is an attraction for many parties to carry out various activities in it. The purpose of this study was to (1) take an inventory of the use of mangrove fruit and (2) analyze the economic value of pidada fruit which has become a processed product in Region I Ngurah Rai. Determination of respondents in this study using the quota sampling method with the number of respondents as many as 25 people. Methods of data analysis using descriptive qualitative methods and income analysis. The results showed that the most widely used mangrove fruit by the community/farmer groups was pidada fruit (Sonneratia caseolaris). Based on its utilization, this type of pidada fruit has a dual function both as food and as medicinal ingredients.

The production cost of the business of making pidada mangrove fruit syrup is Rp. 500,090 with an income of Rp. 700,000 so that the income for one-time production is Rp. 199,910, - with an R/C of 1.4. So, the business of making pidada mangrove fruit syrup efficiently is further pursued.

Keywords: Pidada Fruit, Economic Value, Income,

