

## **Increasing Added-Value of Salak Fruit by Freezing Frying to Improve the Welfare of Farmers: Case Study of Sleman Regency, Yogyakarta-Indonesia**

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**Abstract :** Fruits are perishable products and have relatively low price, especially at harvest time. Generally, farmers only sell the products shortly after the harvest time without any processing. Farmers also only play role as price takers leading them to have less power to set the price. Sometimes, farmers are manipulated by middlemen, especially during abundant harvest. Therefore, it requires an effort to cultivate fruits and create innovation to make them more durable and have higher economic value. The purpose of this research is how to increase the added- value of fruits that have high economic value. The research involved 60 farmers of Salak fruit as the sample. Then, descriptive analysis was used to analyze the data in this study. The results showed the selling price of Salak fruit is very low. Hence, to increase the added-value of the fruits, fruit processing is carried out by freezing - frying which can cause the fruits last longer. In addition to increase these added-value, the products can be accommodated for further processed without worrying about their crops rotted or unsold.

**Keywords :** fruits processing, Salak fruit, freezing frying, farmer's welfare, Sleman, Yogyakarta

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