

ABSTRACT

This research aims to analyze the efficiency of the red brick business in Abenggi Village, Landon District. This research uses a descriptive quantitative approach method. The population in this study was 100 respondents with a sample of 30 respondents as entrepreneurs. The data sources used are primary data and secondary data. Data collection techniques in this research are observation, questionnaires and documentation. The data analysis technique used in the research is efficiency analysis using the R/C formula, namely the income received divided by the costs incurred. The results show that the red brick business in Abenggi Village, Landon District, which is run by thirty entrepreneurs, has reached a level of efficiency, where there are 3 categories of efficiency levels. The level of efficiency in the low category is eight entrepreneurs, for the level of efficiency in the medium category there are fourteen entrepreneurs and for the level of efficiency in the high category there are eight entrepreneurs. Achievement of efficiency varies based on the revenues and costs incurred by each red brick entrepreneur.

Keywords: *Business Efficiency, Bricks, Abenggi Village*