

## ABSTRACT

Increasingly rapid development of business and create competition becomes more intense and growing obstacles, so that small and medium businesses profit-oriented shall strive to optimize profitability for business continuity. Based on the results of previous studies conducted by Martusa (2012) who has been researching on the application of the standard fee towards the cost of production in the industry in the form of C.V Sejahtera Bandung and operates in the field of products children's toys, while this study examines the application of standard costs to the production cost at shaped industrial UKM engaged in the production of snacks. There are differences in the results of this study therefore eligible to study with the title " The application of standard cost method of Production Cost Control Efforts."

Type of applied research with the determination of the object using a convenience sampling method. Used data, primary data and secondary data. The research sample study period 2 14 UKM in Jepara regency. Data analysis techniques description of the object, costing production standards, the calculation of cost of production by UKM and variance calculations.

The analysis of raw material costs Rp. 4,974,138 on UKM Rasa Cinta and Utama Jaya Rp5,020,572 to UKM as well as labor cost difference occurs on UKM Rasa Cinta Rp. 99 840 and Rp. Utama Jaya 28 080 to UKM, while the overhead costs not happen because the difference is still within control limits. Based on this research can be concluded that the production process of both UKM there is a difference which resulted in the loss of the production process.

Keywords: Actual Cost, Production Cost, Standard Cost, Variance