

Analysis of Business Income of Various Small and Medium Enterprises of Cassava-Based Snacks

Yuliana*, Yetty Oktarina, Rini Efrianti, Dadang Kurnia
Master of Agricultural Economics Study Program, Baturaja University, Indonesia
*Correspondence email: yulianayy420092@gmail.com

Abstract

This study aims to determine the amount of income of various cassava-based snack food SMEs in Martapura District, East Ogan Komering Ulu Regency. The method used in this research is the quantitative descriptive analysis method. Sampling techniques using the saturated sample method. The data analysis technique used is income analysis. Based on the results of research and analysis that has been done, it is concluded that the income of Kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency is Rp. 7.479.067/month. The income of yam chips SMEs in Martapura District, East Ogan Komering Ulu Regency is Rp. 10,521,428 /month, and the income of yam chips and kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency is Rp. 11.397.575/month.

Keywords: Income, SMEs, kelanting, cassava chips

A. Introduction

The prospect of developing agribusiness and agro-industry in East Ogan Komering Ulu Regency is still in the process of development. Programs that need to be developed are the development of superior and mainstay commodities, increasing the added value of agricultural products, developing marketing systems, providing transportation facilities and product distribution, developing partnerships and restructuring agricultural and agro-industrial systems and institutions, and providing added value to agricultural products. Added value is not measured by what has been done including all the costs that must be incurred, but from the perception of value to consumers (Yoki & Pusvita, 2021). Because added value is measured by consumer perceptions, the role of marketing including brands is important. If higher perceptions can be provided through value creation and complemented by correct marketing applications, then agro-industry will contribute more.

Agricultural development in OKU Timur Regency is directed at increasing production and farmers' income through programs to increase production per unit of land area and improve the quality and processing of crops. The existence of agricultural land area in this region will play an important role in the economy of a region. Especially for cassava, its role in the national economy continues to decline because it is considered not a priority commodity so it receives less investment support both in terms of research and development, counselling, procurement of facilities and infrastructure, as well as in regulation and services. As a result, the harvest area continues to decrease and productivity has not increased significantly (Puspapratwi & Monggesang, 2020). One of the causes is the lack of appropriate technology to increase the income of cassava farmers. This is because natural resources and human resources have not been

maximally utilized in the management of cassava-based snacks in dry land so the productivity of agricultural products is still very diverse. In addition, it is also caused by the ability of people who still vary in adjusting the patterns already owned with the available land resources.

The development of agribusiness, especially the processing of agricultural products into cassava-based snacks in Martapura District in 2023 is quite rapid. According to the Office of Small and Medium Enterprises Cooperatives of East Ogan Komering Ulu Regency in 2023, there were 20 cassava-based snack food businesses in Martapura District. Cassava-based snack food agro-industry businesses in Martapura District are generally small-scale. The manufacture of cassava-based snack food still uses traditional methods in the utilization of each stage of the process so the results achieved are not optimal, the resulting cassava-based snack food is unsatisfactory in colour, cassava-based snack food easily decreases its crispness and the rest of the production is only piled up in the form of garbage which is increasingly accumulating. With the use of technology adapted to rural conditions that are limited in capital and human resources, it is expected that there will be an additional increase in income from integrated cassava processing that pays attention to optimizing each stage of the process and utilizing by-products so that it can increase the income of farm families.

B. Methodology

Place and Time of Research

This research took place in Martapura Sub-district, OKUT Regency. The determination of this location was done intentionally (purposive sampling) with the consideration that Martapura District, OKUT Regency is a sub-district where there are many SME entrepreneurs of cassava-based snacks compared to other sub-districts in OKUT Regency. The research time is from January to February 2024.

Research Methods

The research method used in this research is the survey method. The survey method is a method used to obtain facts in the field using a questionnaire as a data collection tool from direct interviews with SMEs of cassava-based snacks in Martapura District, East Ogan Komering Ulu Regency.

Sample Withdrawal Method

The sampling method used in the study is a saturated sample method, by taking all SMEs that process cassava-based snacks in Martapura District, East Ogan Komering Ulu Regency. The population being sampled as many as 20 SMEs of cassava-based snacks in Martapura District, East Ogan Komering Ulu Regency.

Data Collection Methods

The data collected include primary data and secondary data. Primary data is taken by observation and direct interviews with respondents, while secondary data is obtained from literature books, journals and agencies related to this research (Agroindustry et al., 2022).

Metode Analisis Data

The data analysis methods used in this research are:

- a. Calculating business income from processing raw materials into cassava-based snacks with the formula:

$$IC = TR - TC$$

Description:

IC = Income from processing raw materials into cassava-based snacks (IDR/month)

TR = Revenue from processing raw materials into cassava-based snacks (IDR/month)

TC = Total cost of processing cassava into cassava-based snacks (Rp/month)

(Ayesha et al., 2020)

- b. To calculate revenue can be calculated using the following formula:

$$TR = Q \times P$$

Description:

TR = Total revenue from processing raw materials into cassava-based snacks (Rp/Bulan)

Q = Quantity of cassava-based snack food products (Pack)

P = Price of cassava-based snack food products (Rp/Kg)

- c. The total cost can be calculated using the following formula:

$$TC = TFC + TVC$$

Description:

TC = Total cost of processing raw materials into cassava-based snack food (Rp/month)

TFC = Fixed costs of processing raw materials into cassava-based snack food (Rp/Month)

TVC = Variable costs of processing raw materials into cassava-based snack food (Rp/month)

C. Findings and Discussion

Kelanting SME

a. Production Costs of Kelanting SMEs

The average cost of doing business incurred by the perpetrators of Kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency in one month can be seen as follows:

Table 1. Production Costs of Kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency

No	Cost	Total Production Cost	Average (IDR/Month)
1	Variable Cost	37,197,000	7,439,500
2	Fixed Cost	8,900,000	1,780,000

Source: processed primary data, 2024

Based on Table 1, it is known that the average variable costs incurred by SMEs kelanting business actors in Martapura District, East Ogan Komering Ulu Regency in one month amounted to Rp. 7,439,500, and the average fixed costs incurred by SMEs kelanting business actors in Martapura District, East Ogan Komering Ulu Regency in one month amounted to Rp. 1,780,000.

b. Acceptance of Kelanting SMEs

The business revenue of various SMEs of cassava-based snacks is the multiplication of the amount of production by the selling price. Farm income of various SMEs of cassava-based snacks is the difference between revenue and total costs incurred by farmers in one month of production. Acceptance of SMEs kelanting business in one month of production can be seen in:

Table 2. Acceptance of Kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency

No	Variable Description	Total
1	Production (Kg/Month)	350
2	Price (Rp/Kg)	45.000
	Revenue	15,750,000

Source: processed primary data, 2024

From Table 2 it is known that the production of kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency in one month amounted to 350 kg/month, with a price of Rp 45,000 per kilogram. The average revenue of UKM kelanting in Martapura District, East Ogan Komering Ulu Regency in one month of production amounted to Rp 15,750,000.

c. Income of Kelanting SMEs

Business revenue of SMEs kelanting in Martapura District, East Ogan Komering Ulu Regency in one month of production amounted to Rp. 15,555,556. Business Income of various chips SMEs in Martapura District, East Ogan Komering Ulu Regency is a reduction between receipts of Rp. 15,750,000 with total production costs of Rp. 7,441,280 is Rp. 8,308,720 per month.

Cassava chips SMEs

a. Production Costs of Cassava Chips SMEs

The average cost of cultivation incurred by cassava chips SMEs in Martapura District, East Ogan Komering Ulu Regency in one month can be seen as follows:

Table 3. Production Costs of Cassava Chips SMEs in Martapura District, East Ogan Komering Ulu Regency

No	Cost	Total Production Cost	Average (IDR/Month)
1	Variable Cost	71,337,500	10,191,071.43
2	Fixed Cost	12,500,000	1,785,71

Source: processed primary data, 2024

Based on Table 3, it is known that the average variable costs incurred by cassava chips SMEs in Martapura District, East Ogan Komering Ulu Regency in one month amounted to Rp. 10,191,071.43, and the average fixed costs incurred by cassava chips SMEs in Martapura District, East Ogan Komering Ulu Regency in one month amounted to Rp. 1,785.71.

b. Acceptance of Cassava Chips SMEs

Business revenue of cassava chips SMEs in one month of production can be seen in :

Table 4. Revenue of Cassava Chips SMEs in Martapura District, East Ogan Komering Ulu Regency

No	Variable Description	Total
1	Production (Kg/Month)	517,86
2	Price (Rp/Kg)	40.000
	Revenue	20,714,285.71

Source: processed primary data, 2024

From Table 4 it is known that the production of cassava chips SMEs in Martapura District, East Ogan Komering Ulu Regency in one month amounted to 517.86 kg/month, with a price of Rp 40,000 per kilogram. The average revenue of cassava chips SMEs in Martapura District, East Ogan Komering Ulu Regency in one month of production amounted to Rp 20,714,285.71.

c. Income of Cassava Chips SMEs

Cassava chips SME business revenue in Martapura District, East Ogan Komering Ulu Regency in one month of production amounted to Rp. 20,227,273. Business Income of various chips SMEs in Martapura District, East Ogan Komering Ulu Regency is a reduction between receipts of Rp. 20,714,285.71 with a total production cost of Rp. 10,192,857.14 is Rp. 10,521,428.57 per month. This is by research (Septiadi & Nursan, 2021; Pasau et al., 2019) which states that income or profit is obtained from the difference between total revenue and total costs obtained per year.

Cassava Chips and Kelanting SMEs

a. Production Costs of Cassava Chips and Kelanting SMEs

The average cost of doing business incurred by SMEs of cassava chips and kelanting in Martapura District, East Ogan Komering Ulu Regency in one month can be seen as follows:

Table 5. Production Costs of Cassava Chips and Kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency

No	Cost	Total Production Cost	Average (IDR/Month)
1	Variable Cost	84,305,000	10,538,125
2	Fixed Cost	14,400,000	1.800,000

Source: processed primary data, 2024

Based on Table 5, it is known that the average variable costs incurred by SMEs Cassava Chips and Kelanting in Martapura District, East Ogan Komering Ulu Regency in one month amounted to Rp. 10,538,125, and the average fixed costs incurred by SMEs cassava chips in Martapura District, East Ogan Komering Ulu Regency in one month amounted to Rp. 1,800,000.

b. Acceptance of Cassava Chips and Twigs SMEs

Business revenue is the total rupiah value calculated from all products sold (Atriana et al., 2021; Tasik et al., 2021). In other words, business revenue is the result of multiplying the number of products by the price. The business revenue of SMEs kelanting and cassava chips in one month of production can be seen in Table 6.

Table 6. Revenue of Cassava Chips and Kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency

No	Variable Description	Total
1	Production (Kg/Month)	539,06
2	Price (Rp/Kg)	40.625
	Revenue	22,937,500

Source: processed primary data, 2024

From Table 6 it is known that the production of Cassava Chips and Twigs SMEs in Martapura District, East Ogan Komering Ulu Regency in one month amounted to 539.06 kg/month, with a price of Rp 40,625 per kilogram. The average revenue of Cassava and Kelanting Chips SMEs in Martapura District, East Ogan Komering Ulu Regency in one month of production amounted to Rp 21,937,500.

c. Income of Kelanting and Cassava Chips SMEs

Details of the amount of income of SMEs kelanting and cassava chips in Martapura District, East Ogan Komering Ulu Regency can be seen in Table 7.

Table 7. Business Income of Cassava Chips and Kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency

Description Amount	Jumlah
a) Production (Kg)	539.06
b) Price (Rp/Kg)	40.625
c) Revenue (Rp)	21,937,500
d) Total production cost (Rp)	10,539,925
Total income (Rp/month)	11,397,575

Source: processed primary data, 2024

From Table 7, it can be seen that the revenue of cassava chips and kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency in one month of production amounted to Rp. 21,937,500. Business Income of various SMEs of cassava chips and twigs in Martapura District, East Ogan Komering Ulu Regency is a reduction between receipts of Rp. 20,227,273 with total production costs of Rp. 10,539,925 is Rp. 11,397,575 /month.

D. Conclusion

Based on the results of research and analysis that has been done, it is concluded that the income of Kelanting SMEs in Martapura District, East Ogan Komering Ulu Regency is Rp. 7,479.067 / month. Cassava chips SME income in Martapura District, East Ogan Komering Ulu Regency is Rp. 10,521,428 / month, and cassava chips SME income and kelanting in Martapura District, East Ogan Komering Ulu Regency is Rp. 11,397,575 / month.

E. References

- Agroindustri, A., Ciklapa, D., Kedungreja, K., Cilacap, K., Kelanting, A., & Kunci, K. (2022). Analysis of Income and Value Added Kelanting Agroindustry in. *Agroinfo galuh*, 9(1), 26–31.
- Ambone, A., & Fallo, Y. M. (2019). Biboki Moenleu Kabupaten Timor Tengah Utara Provinsi Nusa. *Jurnal Ekonomi Pembangunan Dan Ekonomi Syari'ah*, 03(02), 41–47.
- Angga, D. P., Durratul, H. F. S., & Muhammad, Y. (2023). Strategi Industrialisasi Hubungan Dengan Sektor Pertanian di Wilayah Sidoarjo. *Student Research Journal*, 1(3), 54–63. <https://doi.org/10.55606/srjyappi.v1i3.314>
- Atriana, M., Seran, D., & Kune, S. J. (2021). Faktor-Faktor yang Mempengaruhi Pendapatan Usaha Garam di Desa Oesena Kecamatan Miomafo Timur Kabupaten Timor Tengah Utara. *Jurnal Agribisnis*, 6(2502), 174–179.
- Ayesha, I., Torani, D., & Amnilis. (2020). the Application of the Hayami Method in Additional Value Analysis of Cassava to Processed Products in the Balado Chips 4X7. *Journal of Sciencetech Research and Development*, 2(2), 99–107.
- Bana, A. N., Joka, U., & Fallo, Y. M. (2021). Income from Urban Farming Beans (*Phaseolus vulgaris* L.) in Benpasi Village , Kefamenanu City District. *Agribusiness Journal*, 4(2), 0–6.
- Banunaek, A., Kune, S. J., & Joka, U. (2022). Income and Feasibility Analysis of Chips Agroindustry in Kefamenanu City (Case Study on Sularso Chips). *Agroteksos*, 32(1), 29–35.
- Bete, Y., Joka, U., & Nubatonis, A. (2021). Income Analysis of Tomato Farming in Paddy Fields in Leuntolu Village Raimanuk District Belu Regency. *Agribusiness Journal*, 4(4), 0–4.
- Dewi, P. S., Murniati, K., & Riantini, M. (2021). Kinerja dan Biaya Produksi Agroindustri Klanting di Desa Gantimulyo Kecamatan Pekalongan Kabupaten Lampung Timur Performance and Production Cost of Klanting Agroindustry in Gantimulyo Village Pekalongan Subdistrict East Lampung. *Journal of Food System and Agribusiness*, 5(2), 136–145.
- Djafajar, A. (2019). Analisis Pendapatan Usahatani Kangkung Darat di Desa Bulotalangi Kecamatan Bulango Timur Kabupaten Bone Bolango. *Agrinesia*, Vol.3 No.2, 74–79.
- Harsana, M., Baiquni, M., Harmayani, E., & Widyaningsih, Y. A. (2019). Potensi Makanan Tradisional Kue Kolombeng Sebagai Daya Tarik Wisata Di Daerah Istimewa Yogyakarta. *Home Economics Journal*, 2(2), 40–47. <https://doi.org/10.21831/hej.v2i2.23291>
- Jalaliah, J., Wulandari, H. K., & Dumadi, D. (2022). Pengaruh Modal Kerja, Tenaga Kerja, dan Bahan Baku Terhadap Pendapatan UMKM Pabrik Tahu (Studi Empiris UMKM Tahu Kecamatan Banjarharjo Periode Tahun 2019-2021). *AURELIA: Jurnal Penelitian Dan Pengabdian Masyarakat Indonesia*, 1(1), 68–78. <https://doi.org/10.57235/aurelia.v1i1.32>
- Kusumaningrum, S. I. (2019). Pemanfaatan Sektor Pertanian Sebagai Penunjang Pertumbuhan Perekonomian Indonesia. *Jurnal Transaksi*, 11(1), 80–89. <http://ejournal.atmajaya.ac.id/index.php/transaksi/article/view/477>
- Munthe, A., M. Yarham, & Ridwana Siregar. (2023). Peranan Usaha Mikro Kecil Menengah Terhadap Perekonomian Indonesia. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi*, 2(3), 593–614. <https://doi.org/10.61930/jebmak.v2i3.321>
- Nagel, P. J., Suhartatik, A., Arini, A., & Muljani, N. (2019). Pendampingan Bisnis Melalui Strategi Menangkap Peluang Usaha pada Usaha Mikro Kecil dan Menengah di Koperasi Setia Bhakti

- Wanita Surabaya. *Peka: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 1–14. <https://doi.org/10.33508/peka.v2i1.2857>
- Pasau, M. A. B., Antara, M., & Damayanti2), L. (2019). Analisis pendapatan dan kelayakan usaha keripik singkongkayu pada industri pundi masdi kota palu. *Agrotekbis*, 3(3), 402–408.
- Puspapratwi, D., & Monggesang, G. C. (2020). Analisis Kelayakan Usaha Keripik Singkong Di CV. Aulia Food Kecamatan Luwuk Kabupaten Banggai. *CELEBES Agricultural*, 1(1), 22–28. <https://doi.org/10.52045/jca.v1i1.20>
- Septiadi, D., & Nursan, M. (2021). Analisis Pendapatan dan Kelayakan Usahatani Jagung di Kabupaten Dompu. *Agroteksos*, 31(2), 93–100.
- Sudantha, I. M., Dewi, N., & Awwali, A. T. (2020). Pemberdayaan Masyarakat Melalui Pengembangan Industri Keripik Bonggol Pisang Untuk Meningkatkan Ekonomi Rumahan Di Desa Aik Bukaq. *Jurnal Warta Desa (JWD)*, 2(1), 52–61. <https://doi.org/10.29303/jwd.v2i1.94>
- Tasik, A., Fallo, Y. M., & Joka, U. (2021). Analisis Kelayakan Finansial Industri Rumah tangga Pangan (Studi Kasus Usaha Tahu Alfaria , Kota Kefamenanu). *Jurnal Penelitian Pertanian Terapan*, 20(3), 218–229.
- Vitergo, R., Sari, F. P., Efrianti, R., & Manggi, A. F. (2023). Strategy for Developing Small Micro and Medium Enterprises of Culinary in Baturaja City, OKU Regency. *AJARCDE (Asian Journal of Applied Research for Community Development and Empowerment)*, 183–186.
- Yoki, M. P., & Pusvita, E. (2021). Analisis Nilai Tambah dan Keuntungan PT Mitra Alas Agri Minyak Serai Wangi di Desa Terusan Kecamatan Baturaja Timur Kabupaten OKU. *JASEP*, 7(2), 34–43.