

CRACKER BUSINESS ANALYSIS IN KEDUNG REJO VILLAGE JABON DISTRICT, SIDOARJO REGENCY

Soesanto ^{1*}, Mega D. Novita²
^{1,2} STIE AL-Anwar Mojokerto

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E-mail:

soesantommt72@gmail.com

ABSTRACT

The contribution of the industrial sector indicates that there are small industries, such as home industries in Sidoarjo. Industries in Sidoarjo such as songkok, woven sarongs, crackers, processed milkfish, and others. One of the famous industries in Sidoarjo is the white cracker industry, which is in Village Bulurejo, Subdistrict Sidoarjo. The research aims to analyze and describe the business profile of white crackers, costs and revenues, as well as how to develop a white cracker business, in Bulurejo Village, Sidoarjo Regency. The research uses qualitative methods and uses interviews and observations as primary data collection tools. This study uses the calculation tool Revenue Cost Ratio and Return OF Investment as an indicator of business feasibility of white crackers. The data was obtained from 5 informants of white cracker business owners. From the research of white cracker entrepreneurs, the average age of business owners making white crackers in Bulurejo Village is around 40-50 years. The level of education they go to is mostly elementary and junior high school. The effort of white crackers that they took for quite a long time about 10-20 years. The size of the place for producing white crackers in one room has an average length of 22 meters and a width of 20 meters. The number of white crackers produced as much as 200,000-250,000 white crackers / month. White cracker business generates ROI with an average monthly capital issued of 55,857,226/month which generates an average ROI of 10.4% and generates an average R/C of 1.10 which means > 1, thus the average effort of making white crackers. While the average profit obtained from 5 white cracker entrepreneurs in Bulurejo Village amounted to 5,705,273.

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1. INTRODUCTION

Indonesia is a developing country with a very high population. If the population is high and the business field is not balanced, it can cause various problems. However, currently economic growth is developing in the business sector. The government began to move to build the economy in Indonesia.

One of them is in the field of the business world, the government is trying to mobilize it by providing incentives or stimulus to MSMEs and cooperatives. Micro, Small and Medium Enterprises (MSMEs) have an important role in national economic development and employment. MSMEs have been proven not to be affected by the crisis, for example during the economic crisis that hit Indonesia in the 1997-1998 period, only MSMEs were able to survive and stand firm.

Established Law No. 20 of 2008 concerning criteria that refer to productive economic enterprises and are owned by individuals or business entities. Generally, MSMEs in Indonesia use local raw materials, and are businesses engaged in the informal sector.

The increase in MSMEs is able to increase the number of jobs and reduce unemployment and improve people's living standards. There are many types of MSME classifications: culinary or food business, fashion business, education business and so on, and Sidoarjo district, East Java is no exception. This can be seen from the distribution data of the Sidoarjo Regency Gross Regional Domestic Product (GRDP) as shown in Table 1.

Table 1. Gross Regional Domestic Product (GRDP) of Sidoarjo Regency at Current Prices by Business Field (2015-2020)

Business field	GRDP Percentage Distribution Based on Current Prices by Business Field (Percent)		
	2019	2020	2021
Agriculture, Forestry and Fisheries	2.07	2.25	2.13
Mining and excavation	0.09	0.06	0.06
Processing industry	47.86	51.17	51.97
Procurement of Electricity and Gas	0.85	0.85	0.85
Water Supply, Waste Management, Waste	0.06	0.07	0.07
Construction	8.68	8.68	7.63
Wholesale and Retail Trade, Repair	16.29	16.02	16.83
Transportation and Warehousing	11.24	7.40	7.14
Provision of Accommodation and Food and Drink	3.49	3.41	3.55
Information and Communication	3.46	3.86	3.80
Financial Services and Insurance	1.20	1.24	1.21
Real Estate	0.92	0.99	0.95
Company Services	0.16	0.16	0.16
Government Administration, Defense and Compulsory			
Social Security	1.82	1.93	1.84
Education Services	1.16	1.25	1.18
Health Services and Social Activities	0.30	0.34	0.35
Other Services	0.35	0.31	0.31
GRDP	100.00	100.00	100.00
GRDP Non Oil and Gas	99.92	99.95	99.94

Source: Sidoarjokab.bps.go.id

Based on the GRDP data, we can see that the processing industry has a very large role for the economic conditions in Sidoarjo Regency compared to business fields from other sectors. The large number of processing industry sectors indicates that there are small industries such as MSMEs in Sidoarjo Regency, with this, a lot of labor is absorbed in this processing industry sector. Sidoarjo Regency has a lot of processed industries in Kedung Rejo Village, Jabon District, Sidoarjo Regency. Kedung Rejo Village is well-known in the Sidoarjo community as a center for producing crackers due to the large number of cracker SMEs in Kedung Rejo Village.

One of these SMEs is the business of making crackers in Kedung Rejo Village, Jabon District, Sidoarjo Regency. Crackers are snacks or snacks made from tapioca flour and mixed with fish or shrimp. In general, crackers go through three manufacturing processes, namely: dough processing, drying and then cooking by frying or baking.

From the background above, the problem can be formulated, namely How to Profile, Cost Analysis, Profits and Income and Strategies for making crackers in Kedung Rejo Village, Jabon District, Sidoarjo Regency.

2. METHODS

Research Informants

The subjects of this research were not determined intentionally but could become informants who could provide information according to the topics needed in the research process.

The number of informants as research objects can be distinguished according to their characteristics. According to Hendarsono in (Suyanto, 2005:171-172), the informants of this study include various kinds, namely:

1. Key informants (key informants) are people who know and have various basic information needed in research.
2. The main informants are people who are directly involved in the social interactions being studied.
3. Additional informants, namely people who are not directly involved in the social interaction under study but can provide information.

The specified informants are people who have a cracker-making business that has established their business for more than 3 years. The author determined that the informants in this study were 5 people in Nyanyat Hamlet, Kedung Rejo Village, Jabon District, Sidoarjo Regency.

3. RESULTS

Profile of Cracker Entrepreneurs in Kedung Rejo Village, Jabon District

The white crackers entrepreneur in Kedung Rejo Village, Jabon District, with their production process around the owner's house. The average age of business owners making white crackers in Kedung Rejoa Village is around 40-50 years. The level of education taken is mostly elementary and junior high. The white cracker business has been around for about 10-20 years. The size of the place for producing puli crackers in one room has an average length of 22 meters and a width of 20 meters. The amount of puli crackers produced is 200,000-250,000 k puli crackers / month at a selling price of Rp. 250/piece.

From the data above it can be concluded that it is better to open a pulley cracker business at a young age. Opening a white cracker business does not require high education and high skills, but you must have sufficient capital and experience in making crackers.

Costs and revenues

That there are 5 Puli cracker entrepreneurs in Kedung Rejo Village, Jabon District, who have an average cost of 55,857,226/month and an average total income of 61,562,500/month, while the average profit obtained from 5 white cracker entrepreneurs in Kedung Rejo Village amounting to 5,705,273.

Strategies for Making Puli Crackers in Kedung Rejo Village, Jabon District, Sidoarjo Regency

The purpose of having a white cracker business in Kedung Rejo Village is to increase production levels, increase income as well as the effectiveness and efficiency that can be achieved from a white cracker business. This can be achieved by using a development strategy for white crackers business. The strategy used is to emphasize the sustainability and quality of puli crackers.

To increase competitiveness, the owners of the puli cracker manufacturing business need steps to create quality innovations and new ideas. In dealing with these problems it is necessary to use several strategies such as:

Production strategy

- a. The capital used must be managed properly, to suit production needs such as in purchasing raw materials (variable costs) and others. S effort money can play.\
- b. The technology used certainly affects the amount of production produced. The technology used still does not fully use modern technology, so that updated technology is needed to produce more production in more efficient time.
- c. Puli cracker entrepreneurs must maintain the quality of the crackers, sometimes the price of raw materials fluctuates.

Marketing strategy

- a. Distribution in marketing must be multiplied in order to add customers.
- b. The loyalty of the *resellers* of white crackers must be considered because their role is to be the sole accommodation for the distribution of puli crackers .
- c. Improvement of production facilities and infrastructure as well as effective and efficient use of production facilities and infrastructure,\
- d. Development of human resources with coaching activities to maximize production both technically, morally and spiritually.

4. CONCLUSION

The Puli cracker business they have been working on for about 10-20 years. With 4-7 employees and the number of crackers produced is 200,000-250,000 crackers/month. The cracker business studied has an average income of Rp. 61,562,500/month with an average monthly capital excluding the initial capital of Rp. 55,857,226/month. The development of the cracker business still needs to be done by managing capital and maintaining the quality of the crackers produced by implementing the strategy suggested by the researcher.

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