

INCOME ANALYSIS OF DODOL AGROINDUSTRY BUSINESS (CASE STUDY: PASAR BENGKEL VILLAGE, PERBAUNGAN DISTRICT, SERDANG BEDAGAI REGENCY, NORTH SUMATRA PROVINCE)

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Abstract

In accordance with this definition, it is permissible to add other ingredients in the manufacture of fruit dodol, such as glutinous rice flour, tapioca flour and coloring agents, as well as preservatives. The ingredients added must comply with not more than the specified rules. The dodol industry in Perbaungan District, especially in Pasar Bengkel village, is the most dominant agro-industry. The dodol agro-industry is not a new business for the local community. This activity has been going on for decades and is well known to many people, both at the local level and in North Sumatra Province and even dodol Pasar Bengkel has found a place as a souvenir which is in great demand by domestic tourists visiting Serdang Bedagei.

Keyword: Industry, income ,And business

INTRODUCTION

Dodol agro-industry is a traditional food that is quite popular in several regions in Indonesia. Dodol is classified into two, namely dodol made from fruits and dodol made from flours, including rice flour and glutinous rice flour. Dodol is made from crushed fruit flesh and then cooked with the addition of sugar and other food ingredients.

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The dodol industry in Perbaungan District, especially in Pasar Bengkel village, is the most dominant agro-industry. The dodol agro-industry is not a new business for the local community. This activity has been going on for decades and is well known to many people, both at the local level and in North Sumatra Province and even dodol Pasar Bengkel has found a place as a souvenir which is in great demand by domestic tourists visiting Serdang Bedagei.

The aims of the study were: to test the demand and income generated from dodol agro-industry.

The research objectives are:

- a. To find out the amount of revenue and income derived from dodol agro-industry.
- b. To find out the availability of dodol agroindustry production inputs to correct weaknesses in order to increase the processing business.
- c. To find out whether the dodol agroindustry is financially feasible.

LITERATURE REVIEW

The flour used for mixing fruit dodol can be in the form of glutinous rice flour, sago flour. The flour functions to improve the texture so that the dodol isn't too tough. The flour used can be ready-to-use in packs that can be purchased at the market or supermarket. Especially for glutinous rice flour, you can make it yourself.

The function of sugar in making dodol besides being a sweetener is also a flavor enhancer and preservative. The sugar that is widely used is brown or coconut sugar and white sugar (tula cane).

Citric acid can be found in shops, supermarkets or chemical shops. In making fruit dodol, apart from being a preservative, citric acid is needed to add flavor to dodol, especially for fruits that taste less sour and not sour.

A commonly used preservative is benzoate, either in the form of benzoic acid or salt (sodium benzoate). The maximum limit obtained is 500 ppm or 0.5g/kg of material. In making fruit dodol, you should choose clean salt. The salt has the function of adding to the flavor of the dodol so it tastes savory. The added vanilla can be in the form of powder or liquid (essence). The addition of vanilla serves to improve the aroma, especially fruit dodol made from flour. The amount added is half a teaspoon per kg of ingredients (vanilla in powder form) or a tablespoon for vanilla in liquid form.

Ascorbic acid or vitamin C needs to be added specifically for fruit lunkhead without adding flour. The addition of vitamin C aims to replace the lost vitamin C in the cooking process. Pectin is found in every fruit, whether raw, ripe or ripe. However, not all fruits have a high content of peetiin. In making fruit dodol, the addition of peetin is useful for increasing the yield or saving cooking time because pectin accelerates the clumping process.

Theoretical basis

Small industry

Small industry is an industry that seeks to increase family income, so that the aim of advancing small industry is not solely to increase income for the poor in rural areas, but to provide job opportunities for rural communities.

According to Soekarwati (1999), small industry is the processing of agricultural products and is part of the four parts of the agribusiness sub-system, namely the sub-system of providing production and agricultural inputs, farming, yield processing, marketing and coaching.

The importance of small industries in the economic development process of developing countries, especially with conditions such as Indonesia where the number of workers with low education, abundant natural resources, limited capital, rural economy is still "underdeveloped" and lame income distribution, very close related to the nature of the industry. The main characteristics of small industries include:

1. The production process is very labor-intensive (*labour intensive*)

2. Seeing these characteristics, small industry is not only considered as an important element of government policy to increase employment opportunities, but also as an instrument that is quite effective in the formation, increase and distribution of income.
3. Small industries are more numerous in rural areas and their activities are more "agricultural-oriented", both from a demand and supply point of view. Therefore, small industries are not only important as a sector that provides many job opportunities and provides main and additional income for rural communities, but also a basis for the agribusiness-based industrialization process in rural areas.
4. In general, small industries use simple technology that is more suitable for local conditions.

The main source of financing for the production process generally comes from the savings of the business owner himself. Therefore, small industry is also very important as an instrument to allocate "loal savings/investment" more optimally. Small industry is also very important as a sector that can better meet the needs of large industries which are generally located in urban areas.

Production Factors

In carrying out a business activity is influenced by several factors of production, namely labor, capital and management. The location of these factors of production in the right amount will provide optimum income. On the other hand, the use of inappropriate production factors will lead to inefficiencies, namely a waste of production factors that can reduce profits. The amount of capital is very influential on the scale of the business. This is based on the premise that the greater the business capital, the less efforts to take actions that lead to efficiency, due to weak supervision of production factors (raw materials, supporting materials and labor). The limited supply of labor around small business areas means that efforts to control the use of factors of production are getting better.

The source of labor for a business can come from family and outside the family workforce. The potential workforce of a business is the number of potential workers available in a family. The allocation of family labor to a business varies. This depends on the season and the nature and work of the business. The greatest outpouring of labor in business is during the production process (Fadholi, 1989).

Production cost

Production costs are all expenditures that must be incurred by producers to obtain factors of production and other supporting materials that are utilized so that certain products that have been planned can be realized properly. Usually production will always appear in every economic activity where business is always related to production, the emergence of

costs is closely related to the need for inputs (factors) or other sacrifices used in these production activities.

In general, production costs are divided into two, namely: Variable costs are those that are intended to procure factors of production whose nature changes or varies depending on the product that has been planned, such as raw materials, supporting materials, labor and others. Fixed costs are those that are intended for financing factors of production whose nature remains unchanged even though the product produced changes. This cost is obtained from adding up the total cost (total fixed cost) with the formula:

$$TC = TFC + TVC$$

Where :

TC= Total Cost (total cost)

TFC= Total Fixed Cost (total fixed cost)

TVC = Total Variable Cost (Soekartawi, 1993)

Receipt Income

Income or income from a citizen is the result of selling the factors of production owned to the production sector. In this case the production sector buys factors of production to be used as production inputs at prices prevailing in the market for factors of production. Acceptance is the production value or it can also be called gross income. Gross farm income (Gross Farm Income) is defined as the value of the product. Total business within a certain period, whether sold or not sold. In estimating gross income, all product components not sold must be valued at market prices. Total business expenditure is defined as the value of all inputs that are used up or issued in production. Business net income (Net Farm Income) is the difference between the gross income of the business and the total expenses of the business (Soekartawi, 1989).

The difference between income or gross receipts and expenses is defined as the value of all inputs issued in the production process. Mathematically:

Where : π = Profit or net income

TR = Total Revenue

TC = Total Cost (Tohir, 1987).

Operating income is the amount of revenue minus expenses incurred in business activities, and this is called net income (Net Farm Income). Operating expenses consist of paid and unpaid expenses. Unpaid expenses plus net income are part of family income (Soekartawi, 1984).

METHOD

Research Location Determination Method

This research was conducted in Pasar Bengkel Village, Perbaungan District, Serdang Bedagai Regency. The determination of the research area was determined by purposive sampling. Purposive sampling is a way of taking samples that are done deliberately with a note that the sample represents the population. The basic consideration in determining the area of this research is because in the area along Jalan Pasar Bengkel many dodol are cultivated as a source of family income.

Method of collecting data

The data collected consisted of secondary data and primary data. Primary data were obtained from sample entrepreneurs using the waawncaar method using a list of questions that were prepared in advance. While secondary data were obtained from related institutions or agencies and were relevant to this research as a source of literature.

Data Analysis Methods

The data obtained in the study were first tabulated and then analyzed descriptively.

For hypothesis (a), using descriptive analysis by observing the availability of dodol agroindustry. The availability of production inputs is sufficient if more than 70% of the sample states that they have no difficulty in obtaining raw materials,

For hypothesis (b), analyzed by tabulation method, as follows:

$$TR_i = Y_i \cdot p_y$$

TR : Total Revenue (total revenue) sales of dodol.

: Production obtained in processing dodol. P_y :

Selling price of lunkhead

$$Pd = TR - TC$$

Pd: Lumpy business income

TR : Total receipts (total revenue) of dodol

TC : Total cost of dodol

For objective (c) the formula is used:

$$OIR = TR/TC$$

Where :

OIR = Output-input Ratio (Efficiency level)

TR= Total Revenue

TC= Total Cost (total cost)

Production, Cost of Production and Acceptance

The amount of dodol production every day depends on the amount of consumer demand. If demand increases, more dodol will be produced than the demand per month. Production in this case is the amount of dodol produced in one month. While revenue is the amount of production multiplied by the selling price of dodol per unit. The amount of production, selling price and revenue of dodol business can be seen in the following table.

Table 16. Average Production, Production Costs and Revenue of Dodol Business in Pasar Bengkel Village, Perbaungan District, 2013

No	Description	Production Amount		Reception (IDR)
		Cauldron	kg	
1.	Dodol with durian flavor	38,57	578.50	9,256,000.00
2.	Pandan flavored dodol	40,73	611.00	9.165.000.00
3.	Vanilla flavored dodol	120.38	1805.00	26,431,600.00
Amount		120.38	1805.00	26,431,600.00

Source: Primary Data
Processed

Table 16 can be seen that the average production of dodol businesses in Pasar Bengkel Village, Perbaungan District, is durian flavored dodol 578.50 kg/month, pandan flavored dodol 611.00 kg/month and vanilla flavored 616.20 kg/month, with an average of - the average production cost of IDR 17,254,327.54. With an average selling price of durian flavored lunthead of IDR 9,256.00/kg, pandan flavor of IDR. 9,165.00/kg and vanilla flavor of Rp. 8,010.60/kg, so that an average income of Rp. 26,431,600.00/month is obtained.

Dodol Business Net Income

From the sales of dodol, a number of revenues are obtained. The revenue earned by dodol entrepreneurs is reduced by the total production costs, so net income from the dodol business is obtained. Table 17. Average Net Income of Dodol Business in Pasar Bengkel Village, Perbaungan District in 2013.

No	Description	Amount (Rp/month)	Amount (Rp/pot)
1.	Reception	26,431,600.00	219,568.03
2.	Production cost	17.254.37,54	143,332.18
3.	Net income	9,177,272.46	76235.86

Table 17 shows that the income from the dodol business is IDR 26,431,600.00/month. Net income is the amount of revenue earned after deducting total production costs. The net income of the dodol business is Rp. 9,177,272.46/month.

Efficiency of Dodol Agroindustry

The efficiency measurement criterion used in the dodol business in the research area is the output input ratio (OIR). To calculate OIR, the following formula is used:

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If the OIR is greater than one, then the business is efficient where the entrepreneur enjoys the benefits of his business or the entrepreneur can save part of his income. For more details can be seen in the following table.

Table 19. Revenue, Net Income, Production Costs and OIR of Dodol Business in Pasar Bengkel Village, Perbaungan District, Serdang Bedagai Regency in 2013.

No	Description	Amount
1.	Reception	26,431,600.00
2.	Production cost	17,254,327.54
3.	OIR	1.53

From Table 19 above it is known that the OIR of the toothpaste business in the study area is 1.53. This shows that the OIR is greater than one so that the dodol business is efficient. In the dodol business in the research area, for every 1 (one) unit sacrificed by the entrepreneur, 1.53 units were received. The higher the revenue and the lower the cost, the higher the OIR, the smaller the OIR. To achieve even higher OIR it is necessary to do so.

CLOSING

Conclusion

Based on the results of research and discussion, the following conclusions are obtained:

1. The net income of the dodol industry in the research area is Rp. 9,177,272.46/month
The availability of dodol agro-industry production inputs in the research area is quite available,
2. namely 85% of entrepreneurs do not experience difficulties in providing production inputs. The dodol business has been efficient in the research area where the OIR of the dodol industry is 1.53.

Suggestion

In connection with the results of the study, the authors provide the following suggestions:

1. For the government, it is necessary to provide soft loans for dodol entrepreneurs and help dodol marketing businesses, so that dodol home industries can increase production.
2. It is hoped that the dodol home industry needs to increase its production so that more family income and employment can be obtained.

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