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ANALYSIS OF EFFICIENCY AND ADDED VALUE OF GAYAM CHIPS IN UD. HARAPAN JAYA SUMENEP REGENCY

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ANALYSIS OF EFFICIENCY AND ADDED VALUE OF GAYAM CHIPS IN UD. HARAPAN JAYA SUMENEP REGENCY

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ABSTRACT

Gayam, as one of the plantation commodities that have a distinctive flavor and many interests in general, is expected to be able to become a commodity that can increase farmers' income while increasing the opportunity to strive in the process of Industrialization. Marketing of Gayam chips in Sumenep District in addition to the traditional market and modern market Sumenep district also outside Sumenep district such as Pamekasan, Sampang, Bangkalan to the island of Java. This research aims to know how much-added value is generated from the processing of Gayam chips and to know the level of efficiency of the agroindustrial chips Gayam UD. Hope Jaya Gedungan Village, Batuan District, Sumenep Regency. Based on the results of the research and analysis that has been done, it can be known that the total cost of the agro-industrial chips Gayam in UD. Harapan Jaya Gedungan Village, Batuan District, Sumenep Regency is Rp 537,026,833.33, with a variable fee of Rp. 532,056,000.00 and a fixed fee of Rp. 4,970,833.33. The reception obtained by the manufacturer amounting to Rp 545,000,000.00 so that the profits gained by the industrial agro-industry chips Gayam is Rp 7,973,166.67. While the profitability is 1.48%, which means the agro-industry of gayam chips profitable, if at the beginning of the business of the entrepreneurs of the Gayam chips issued capital of Rp 100,000.00, then the entrepreneur will get a profit of Rp 1,480.00.

Key Word: Efficiency, added value, Gayam chips

INTRODUCTION

Indonesia is an agricultural country; about forty percent of its inhabitants rely on life from agricultural products. Since independence, the domestic farming sector has a tidal tide. In the development of the local economy, the agriculture sector is often directed to be able to support the industry sector that is sought to be robust (Kemenkeu, 2012).

The equitable development of the Government in realizing the situation and condition of the economy in Indonesia will never be separated from the participation of non-food sectors such as plantations. The plantation sector becomes one of the agricultural sub-sectors after food crops, fisheries, and farms that are one of the standard livelihood options of Indonesian society, the products produced are sold in raw form, so that Give added value.

According to Suryana (2005), the agriculture sector becomes an integral part that is not integral to agro-industrial activities in the region of Indonesia. The effect of agroindustrial activities can produce a primary product to the results of processed products that can provide added value. In addition, making the traditional working culture is a modern industrial value. The characteristics of agro-industry activities: (1) Add Value added, (2) produce products that can be utilized and eaten, (3) to display the saving power, and (4) Provide the benefit (Fatmawati & Kurdi, 2018).

To realize a tough, advanced, and efficient agriculture sector that can become a leading sector in national development must be supported through the development of agroindustries, to the strong agroindustries, sophisticated and efficient (Budiman, Yusri, & Tety, 2014).

Some aspects that include in the development of agroindustries namely provide added value, increase the acceptance of foreign exchange, create opportunities and employment, able to improve the development of the agriculture sector as one of the sectors of raw materials provider and equitable income for the community. In conducting the most major agro-industrial development is the availability of appropriate raw materials is the requirement of adequacy in doing sustainable production (Nurfadilah, Armaini, & yetti, 2014).

The industrial sector is one of the main drivers in developing economic development. The role, as well as the industry sector, is becoming increasingly larger and is a rapid improvement when compared to other industries. In this particular sector, the processing industry can provide the most significant role in contributing to GDP. Thus, if the industrial sector is disruptions in performance, it will indirectly impede economic growth. Therefore, the performance of the industrial sector must always be enhanced, maintained, and defined by the Government to increase economic growth and stability of economic activities.

Agribusiness agricultural development, the exploitation of various commodities, must be with the process of investing specific agribusiness systems that are based on the market dynamics of rural areas to optimize the resources and improve business efficiency.

The results of Indonesian plantations, in general, can be utilized as the raw material of the results processing industry. Among the many crops is Gayam, Gayam can be processed into Gayam chips. The high driver demand for Gayam chips is a distinctive flavor that has a crispy, tasty, and savory. Gayam chips are processed from the raw material of Gayam fruit with the addition of spices in the frying pan so much more delicious.

Gayam, as one of the plantation commodities that have a distinctive flavor and many interests in general, is expected to be able to become a commodity that can increase farmers ' income while expanding the opportunity to strive in the process of Industrialization.

Marketing of Gayam chips in Sumenep District besides being done to traditional markets, shops, Minimarket is also done outside Sumenep regency such as the district in Madura Island, namely Pamekasan, Sampang, Bangkalan even until the island of Java.

As a commodity patterned agribusiness, the Gayam is not entirely marketed as fresh fruit. Still, the fruit of the Gayam can be processed further in a simple way in the household industry. In Sumenep regency, especially in the research site, there is a household industry of fruit processing Gayam, namely Gayam chips.

RESEARCH METHODS

Determination of the study's location carried out intentionally (purposive) on the home industry of Gayam Gayam chips UD. Harapan Jaya in Gedungan Village, Batuan District, Sumenep Regency. Location selection consideration because Gedungan Village is one of the producers of gayam chips in Sumenep Regency. The method used in this research is quantitative descriptive method. This method is used to provide an overview of data analysis results in the gayam chips agroindustry. The study's data analysis methods are business efficiency and added value, which are described as follows:

a. Cost

The cost of the need in agroindustrial chips is a fixed cost (investment capital costs, depreciation costs, lab_s costs), and the cost is not fixed (fuel costs, raw material co_ss, transportation costs of the cost of the auxiliary mat_sials, and delivery Product). As for the total cost is the cost of the overall cost incurred with the following formula:

$$TC = TFC + TVC$$

b. Acceptance

The Total acceptance of business activity can be obtained from the product sales result at the price of the product by the formula:

$$TR = P \times Q$$

c. Advantage

Profit is the difference from the overall selling result by minus the costs (fixed costs and variable costs) incurred in the industrial activities of chips Gayam with the formula:

$$\begin{aligned} \pi &= TR - TC \\ \pi &= (P \times Q) - (VC + FC) \end{aligned}$$

d. Profitability

Profitability is a comparison of product sales results with the total cost incurred mentioned in the form of percentages, with the formula:

$$Profitability = \frac{\pi}{TC} \times 100\%$$

e. Business efficiency

Business activities can be said to be well-developed if the value of Net B/C is greater than 1, but if it is the opposite then the business is not feasible to develop, with the formula:

$$Net \frac{B}{C} = \frac{\sum_{t=0}^n \frac{(Bt - Ct)}{(1+i)^t} \text{ for } Bt - Ct > 0}{\sum_{t=0}^n \frac{(Ct - Bt)}{(1+i)^t} \text{ for } Bt - Ct < 0}$$

f. Value-added

According to Hayami (1990) in Sudiyono (2004), Added value can be calculated by way of the final value of production minus the amount of value of raw materials, other supporting materials with the formula:

$$NT = Na - (Nb + Ni)$$

To know the final value by:

$$Na = \frac{Hp}{Bb} \times H$$

Results And Discussion

1. Analysis of Gayam Chips Agroindustry

a. Cost Analysis

Costs in this study are all costs incurred for the process of making gayam chips, both costs incurred or not incurred (Raharja, Setiawan, & Isaskar, 2013). These costs consist of fixed costs and variable costs.

1. Fixed Costs

Table 1 Fixed Costs of Gayam Chips Agroindustry Business UD. Harapan Jaya of year

No.	Cost type	The average Rp/ Year	Percentage
1.	Land lease	2,500,000,00	50.29
2.	depreciation Equipment	2,470,833.33	49.71
4	amount	4,970,833.33	100.00

Source: Processed from primary data, 2019

The table above shows that the most significant source of fixed costs for the Gayam chips agroindustry business comes from land rental costs of Rp 2,500,000.00 or 50.29% for one year while the cost of equipment depreciation is around Rp. 2,470,833.33 or 49.71%.

2. Variable Costs

Table 2 Variable Costs of Gayam Chips Agroindustry of Year

No	commentary	Unit	amount	Unit price	Total / Year
1	Raw material				
	Fruit Gayam / Season	400 Kg	90	5,000	180,000,000
	Fruit Gayam / Not Season	400 Kg	108	5,000	216,000,000
	Salt	1 Wrap	360	500	180,000
	Flavoring	1 Wrap	360	1,500	540,000
	Garlic	1 Kg	24	9,000	216,000
2	Additional cost				
	Manpower Permanent	7 People	360	17,500	44,100,000
	Manpower Permanent T.	4 People	30	17,500	2,100,000
	transportation	2 Liter	360	4,500	3,240,000
	diesel fuel	24 Liter	360	4,500	38,880,000
	Coconut oil	10 Kg	360	10,000	36,000,000
	plastic Packaging	2 Wrap	360	15,000	10,800,000
	Amount				532 056 000

Source: Processed from primary data, 2019

Table 2 shows that the most significant variable cost contribution to the Gayam chips industry came from the cost of raw materials, namely Gayam fruit, which amounted to Rp. 396,000,000.00, namely delivery of Gayam fruit in season and not season at Rp. 5,000.00 / Kg.

While the amount of salt used for a year is 360 packs with a package price of Rp. 500.00. The use of flavor enhancers in a year is 360 packs, and the cost of bags is Rp. 1,500.00.

While the need for cooking oil for one production is 10 kg at IDR 10,000.00 / kg. This is because, in one day, the raw material for Gayam fruit is processed as many as 60 kgs and produces 30 kg of gayam chips. The use of garlic in a year as much as 24 kg at Rp. 9,000 / Kg.

Other raw materials, namely plastic that has been screened in a month, costs two packs in one production at Rp. 15,000.00 / flower. For labor per day, Rp. 17,500.00 / person with seven permanent employees, including the owner. Although the actual owner is not paid, this is because it will be analyzed, so the owner is counted as the other workers, while the non-permanent workforce is four people. And for the price of diesel fuel Rp. 4,500.00 / liter, in a single production, it consumes 24 liters.

b. Acceptance Analysis

Acceptance of Gayam Chips agroindustry includes acceptance of Gayam Chips. The amount of production and acceptance of gayam chips agroindustry at UD. Harapan Jaya Gedungan Village Batuan District Sumenep Regency are presented in the following table: Table 3 Acceptance of Gayam Chips Agroindustry Business UD. Harapan Jaya of year

No.	Production (Kg)			Reception	
	commentary	amount	Price / Kg		
1	Today Normal	900	11	50000.00	495,000,000.00
2	Lebaran	1,000	1	50000.00	50,000,000.00
Amount					545,000,000.00

Source: Processed from primary data, 2019

From table 3 above, it can be seen that the resulting gayam agroindustry in UD. Harapan Jaya, Gedungan Village, Batuan District, Sumenep Regency in a year as much as Rp. 545,000,000.

c. Profit Analysis

The profit gained by the gayam chips entrepreneur is the difference between the revenue and the total cost. The profit of Gayam chips agroindustry business in UD. Harapan Jaya is presented in the following table:

Table 4 Benefits of Gayam Chips Agroindustry Business UD. Harapan Jaya

No.	Reception	Total cost	profit
1	545,000,000.00	537,026,833.33	7,973,166.67
amount			7,973,166.67

Source: Processed from primary data, 2019

Table 4 shows that the average monthly income of Rp. 545,000,000.00 with a total annual cost of Rp. 537,026,833.33, so that the profit of the gayam chips per year in the UD. Harapan Jaya Gedungan Village, Batu Subdistrict, Sumenep Regency amounted to Rp 7,973,166.67.

d. Profitability

Profitability is the profit-sharing between business profits and the total costs expressed in percent (Budiman et al., 2014). The amount of profitability from the gayam chips agroindustry business in UD. Harapan Jaya Gedungan Village Batuan District Sumenep Regency are presented in the following table:

Table 5 Profitability of Gayam Chips Agroindustry Business UD. Harapan Jaya

No.	profit	amount
1.	profit	7,973,166.67
2.	Total cost	537,026,833.33
1	profitability	1.48%

Source: Processed from primary data, 2019

Table 5 above shows that the profitability or profit of the gayam chips agroindustry at UD. Harapan Jaya UD. Harapan Jaya Gedungan Village, Batu Subdistrict, Sumenep Regency amounted to 1.48%, which means that each capital of Rp. 100.00 invested will get a profit of Rp. 1.48. For example, if the start of gayam chips agroindustry entrepreneurs issued money of Rp 100,000.00, then the entrepreneur would get an advantage of Rp 1,480.00. Gayam chips agroindustry business is included in the criteria of profitability because it has a profitability value of more than zero.

e. Business Efficiency

Business efficiency can be calculated using the net B / C ratio. Net B / C value is based on the results of the analysis calculation with a discount rate of 16% which is 1.79 where this value shows that each cost incurred is Rp 1.00, then you will get a benefit of Rp 1.79 over the life of the project at a discount rate of 16% (Hasanah, Uswatun Mayshuri, 2015). Then from the results of the analysis, the gayam chips agro-industry in UD. Harapan Jaya shows that the business is feasible to run because of the investment criteria obtained by $Net\ B / C > 1$.

f. Value-added

The value-added analysis is useful to describe the production process according to the contribution of each factor of production. The basis for calculating this value-added analysis method is using the Kg calculation of the raw material for Gayam fruit (Hasanah, Uswatun Mayshuri, 2015). The added value of Gayam chips agroindustry is presented in the following table:

Table 6 Added Value of Gayam Chips Agroindustry Business UD. Harapan Jaya

No.	commentary	The average per- Production
1	Production (Kg)	30.00
2	Fruit Gayam (Kg)	60.00
3	Conversion Factor (1) / (2)	0.50
4	Production price (Rp/ kg)	50000.00
5	Gayam Fruit prices (Rp/ kg)	5,000.00
6	Other Input donation (Rp/ kg)	11000.00
7	Value Products (3) x (4) (Rp)	25.000,00
1	Value Added (7) - (5) - (6) (Rp)	9000.00

Source: Processed from primary data, 2019

Based on the table above, it can be seen that the production yield in each production process is 30.00 kilogram which requires 60.00 kilograms of the raw material of gayam fruit at Rp. 5,000.00 / kg, thus obtained a conversion value of 0.50 which means that in use every 1 kilogram of gayam fruit will produce 0.50 kilograms of gayam chips with a product price of IDR 50,000.00 / kg. Other input contributions of Rp 11,000.00 / Kg were obtained from all variable costs except the cost of raw materials (gayam fruit, labor, diesel, coconut oil, and plastic). Furthermore, the product value is Rp. 25,000.00 so that the product added value is Rp. 9,000.00. This figure shows that for every 1 kg of gayam fruit used as a raw material in the gayam chips agroindustry will add Rp 9,000.00.

2. Analysis of Gayam Chips Agroindustry

Costs are the value of sacrifices poured out / incurred in the production process. Cost is an important element in the activities of a business or company that produces goods or services (Hamidi, 2018). The costs included in the Gayam chips agroindustry business are two kinds of costs, namely **fixed costs and variable costs**. The number of **fixed costs in the gayam chips agro-industry in UD. Harapan Jaya Gedungan Village** is Rp 4,970,833.33.

As for the magnitude of variable costs in the gayam chips agro-industry in UD. Harapan Jaya Gedungan Village is Rp. 532,056,000.00. The amount of variable costs in this business is due to the purchase of raw Gayam fruit, which is done, because when in Gayam fruit season the purchase or delivery of Gayam fruit is done every day, wherein the Gayam tree there are two seasons and once a season for 1.5 months. Whereas when it is not the season for delivery of Gayam fruit raw materials in a year done 108 times with the price of Rp. 5,000.00 / Kg. According to (Asmara, Setiawan, & Putri, 2011) variable costs are costs that are influenced by the size of the volume of production.

Labor costs are the second number which is Rp. 46,200,000.00, this is due to the permanent workforce of 7 people with a fee of Rp. 17,500.00 / HOK. While the temporary workers employed in the Lebaran season are four people at the same cost as permanent workers.

The cost of using coconut oil is Rp. 36,000,000.00. The cost of diesel fuel is Rp. 38,880,000.00, while the cost of plastic packaging in a year is Rp. 10,800,000.00. For a flavoring fee of Rp. 540,000.00. For transportation costs in a year requires Rp. 3,240,000.00. The cost of using salt contributed to the smallest amount of Rp. 180,000.00.

So from the **fixed costs and variable costs** can be the total **cost of the Gayam chips agroindustry business in UD. Harapan Jaya Gedungan Village, Batuan District, Sumenep Regency**, amounting to Rp. 537,026.83,33.

Acceptance of gayam chips agroindustry at UD. Harapan Jaya, Gedungan Village, Batuan District, Sumenep Regency came from all the results of Gayam chips production, which was Rp. 545,000,000.00 in a year of production. This is because every time production on normal days or normal days can produce 30 kg for Rp. 50,000 / Kg. Whereas in the Lebaran season, the Gayam Chips agro-industry can produce as much as 1,000 kg of Gayam Chips, so it is compared with the normal days of the Eid season.

Profits are revenue reduced by total costs incurred by producers in the process of producing Gayam chips. The profit earned by gayam chips producers in a year is Rp. 7,973,166.67.

Profitability is the ratio between profits and total costs expressed in percent (%). An effort is said to be profitable if the value of profitability is more significant than zero. The higher the profitability of a business, the greater the profits from the business, it means that the capital used will return faster — gayam chips agroindustry business activities at UD. Harapan Jaya Gedungan Village, Batuan District, Sumenep Regency, has a profitability value of 1.48%, which means that each capital of Rp. 100.00 invested will get a profit of Rp. 1.48. So the gayam chips agro-industry business is a profitable venture.

The efficiency value of the Gayam chips agroindustry business is 1.79. Based on the criteria used, then this business is efficient because the amount of efficiency is more than 1. The value of business efficiency is 1.79, which means that for every 1 rupiah, the costs incurred will be received 1.79 times the damage suffered.

After going through the process of Gayam fruit production, it gives a reasonably high added value of Rp. 9,000. This figure shows that after going through the process, the raw material of Gayam fruit becomes Gayam Chips, it can provide the added value of Rp 9,000.00 for every 1 kg of Gayam fruit.

CONCLUSIONS

2 Based on the results of research and analysis that has been done, the following conclusions can be obtained:

1. The total cost of the gayam chips agro-industry in UD. Harapan Jaya Gedungan Village, Batuan District, Sumenep Regency is Rp. 537,026,833.33 with a breakdown of variable costs of Rp. 532,056,000.00 and a fixed cost of Rp. 4,970,833.33. The income received by producers amounted to Rp 545,000,000.00, so the profit earned by gayam chips agro-industry entrepreneurs amounted to Rp 7,973,166.67. While profitability was 1.48%, which means the gayam chips agro-industry was profitable. If at the beginning of the business, the gayam chips entrepreneurs put out the capital of Rp 100,000.00, then the entrepreneur will get a profit of Rp 1,480.00. Gayam chips agro-industry business at UD. Harapan Gedungan Village, Batuan District, Sumenep Regency, has an efficiency value of more than one, which is 1.79. This means that every Rp 1.00 spent by the entrepreneur at the beginning of the business activity will receive 1.79 times the revenue incurred at the end of the business activity.
2. Gayam chips agro-industry in UD. Harapan Jaya, Gedungan Village, Batuan District, Sumenep Regency, gave added value to the Gayam fruit for Rp. 9,000.00 / Kg. This shows that every 1 / kg of gayam fruit after experiencing the production process can provide the added value of Rp 9,000.00.

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