INCOME ANALYSIS OF BUSINESS REVENUE IN KENDARI CITY
(Revenue analysis of Meatballs in Kendari)

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ABSTRACT

This research is supposed to know meatballs seller income in Kendari City and to analyze the balance of the income of cost. This research held from May until June 2013 in Kendari City Southeast Province. This research is applying with the survey method and determination location with purposive sampling. The research location consists of Mandongga District, Kadia District, Baruga District, and West Kendari Discrete. The respondent's determination is using census method meatball sellers as a respondent is a seller only sell the meatball without the other type of it. The total of respondents is 13 people. Data that wed to research is classified include two types are primer data and secondary data. Data analyze is used to count the income π = TR-TC meanwhile to count the balance of cost income is R/C ratio = income totally and outcome the result of the research shows us that average of outcome still issued by meatball sellers Kendari City Rp 1.780.564,00/mouth/seller, variable cost is 9.040.584,00 /mouth/seller and the total cost is 10.821.130,00 mouth/seller. On the other hand, the seller income is 13.594.000,00/mouth/seller, income is 2.789.500/mouth/seller and the balance of the income of cost is 1,2 it means that the seller meatballs business in Kendari city is suitable to develop.

Keywords: Income, revenue, cost production, meatballs

INTRODUCTION

Animal husbandry development is crucial in the supply of animal protein material which is very instrumental in improving the quality of human resources. In line with the increasing population, the need for food, especially animal protein, will continue to increase. One source of protein that is consumed by the community is meat. Meat is known as a food that has high nutritional value but has a perishable nature so it must be processed. The form of food processing that has been done by many people is making meatballs.

The meatball business is informal because it has several small-scale business units. The status of meatball business ownership is individual or family, the technology used is still simple, using labor, education levels and skills are still low, administration and financial management are still simple, not familiar with other related financial institutions, labor productivity, and wage rates are still low (Mulyadi, 2003).

The management of the Kendari City meatballs business is very diverse, ranging from traditional management in the sense that it is through a mobile meatball seller using a cart, or a meatball seller who settles on a kiosk or in a restaurant. Meatball sellers can be found on the roadside or at restaurants usually sold in the form of fast food. These meatballs are very popular with people from the middle to upper classes ranging from children, adults to the elderly. This is caused by busy doing work activities and lifestyle changes so that it becomes the reason for people to eat food outside the home.

The beef meatball business has long been known by the public at large and there are three ways to operate a hawker business, namely (a) traders who are based in crowded centers at strategic locations, (b) traders who have businesses scattered in residential areas and (c) mobile traders. There are several
reasons for doing business because the market share is large and growing because the serving of meatballs can be done as a hawker food and complement other dishes, easy to do with little capital and little risk, favorite and popular food in Indonesia so that it has clear consumers starting from the middle class up to both adult children and parents (Yuyun, 2012).

The characteristics of a small business can be seen from the management system, generally, it is processed by the owner directly so that it is more flexible in developing product ideas. From the production process, it can be said that small businesses have a simple process using labor and academic levels that are not too high so that operational costs can be reduced. However, small businesses have some shortcomings in terms of limitations, majors and the main phenomenon is in terms of the difficulty of developing funds (Manurung, 2006).

MATERIALS AND METHODS

Time and place
Penelitian ini dilaksanakan selama 3 (tiga) bulan yaitu bulan Mei sampai dengan Juli 2013 di Kota Kendari Provinsi Sulawesi Tenggara.

Determination of Location and Selection of Respondents
This research was conducted by survey method and location determination by purposive sampling. This is based on the consideration that in Kendari there are many meatball traders. The location determination includes Mandonga Subdistrict, Kadia Subdistrict, Baruga Subdistrict, and West Kendari Subdistrict with the consideration that in these Subdistricts more than other Subdistricts.

The determination of respondents in this study was to use the census method. Meatball traders that are used as respondents are traders who only sell meatballs without any mixture of other types of sales. The number of research samples was 13 respondents.

Teknik Pengumplan Data
Data collection methods used in this study are:

1. Observation, namely direct observation of the operational activities of the production and seller of meatballs.
2. Interview with a meatball seller with a questionnaire guide that has been prepared beforehand so that this research can be directed.

Data Types and Sources
The data used are divided into two types, namely:
1. Primary data is data obtained through direct interviews with meatball sellers using a questionnaire that aims to obtain in-depth information and perceptions from respondents.
2. Secondary data is data obtained from journals, the internet, and reference books related to research.

Research variable
The variables observed in this study were:
1. Characteristics of respondents consisting of age of respondents, education, business experience of meatball traders.
2. Characteristics of the meatball business include capital, type of labor, the number of laborers and the number of hours worked, the purchase of raw materials for meatballs, labor costs, electricity rent and equipment depreciation, place rent/levy, drinking water, maintenance of equipment and property tax, meatball business production, sales prices and sales volume.
3. Revenue, revenue, gross income, and R / C Ratio

Data analysis
The data obtained in this study were first tabulated and then analyzed. Analysis of the data used in this research are as follows:

Income/profit analysis (π)
Revenue (profit) is the difference between revenue and all cost. As for analyzing the income of meatballs traders used using the following formula:

\[ \Pi = TR - TC \]

Where:
\[ \pi = \text{income} / \text{income (Rp)} \]

\[ \text{TR} = \text{Total revenue} / \text{Total revenue from the sale of meatballs (Rp)} \]

\[ \text{TC} = \text{Total cost} / \text{total costs incurred in the business of selling meatballs (Rp)} \]

(Soekartawi, 2003)

Analysis of the revenue balance of the Revenue / Cost Ratio (R / C ratio)
R / C ratio analysis can be used to measure the relative level of business activity, meaning that from the ratio number it can be known whether a livestock business is efficient or not.

\[ \text{R / C Ratio} = (\text{Total Revenue (TR)}) / (\text{Total Cost (TC)}) \] ……… (2)

With the following criteria:
If \( R / C > 1 \), the meatball business is profitable
If \( R / C = 1 \), the meatball business done is not profitable or not losing
If the \( R / C \) is <1, then the business undertaken loses (Soekartawi, 2003).

**Operational Concepts**
The operational concepts of the observed variables are as follows:

1. Beef meatballs are beef mashed, mixed with spices and flour, formed roundly for marbles or larger. The meatballs analyzed in this study were meatballs in their presentation.

2. Cart meatball vendor (spoiled meatball trader) is a trader who only sells meatballs without any mixture of other types of sales and does not move (settle).

3. Production costs are costs incurred by the seller of meatballs during the production process.

4. Fixed costs (fixed cost) is a sum of money, goods, and services incurred by the seller of meatballs that directly affect production results.

5. Variable costs are variable costs that are costs used to buy or provide raw materials that are used up in one production.

6. Total costs are the total amount of variable costs and fixed costs in the meatball business measured in rupiah.

7. Labor wages are costs incurred by meatballs traders to pay for labor, meant labor is self-employed (family) or employees where labor is used starting from providing production facilities to the stage of selling meatballs.

8. Equipment maintenance costs are costs incurred by meatballs traders if at any time the production facilities are damaged/broken, for example, to replace broken plates/cups of broken carts.

9. The number of workers is the number of workers used by meatball traders, both (family) or rich employees.

10. Meatball production is the amount of meatball production produced by meatball traders with seeds or kg units.

11. Receipt of meatball sales is the total value obtained by traders in the sale of meatballs or the product of the number of sales with the price of meatballs expressed in rupiah.

12. Revenue is the difference between total revenue and total costs incurred in the meatball business during the production cycle measured in rupiah.

13. \( R / C \) Ratio is (Revenue Cost Ratio) is a comparison between total revenue and total costs.

**RESULTS AND DISCUSSION**

**Characteristics of Respondents of Meatballs Traders**
Characteristics of respondents are the background of the life of the meatball trader which influences the activity of the business. Based on the primary data obtained, it can be seen that the characteristics of meatball traders in the study include age, sex, education level. Characteristics of respondents meatball traders can be seen in Table 1.
## Characteristics of Respondents Bakso Respondents in Kendari City

<table>
<thead>
<tr>
<th>Variable</th>
<th>Person</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 15-54 (years)</td>
<td>13</td>
<td>100</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>8</td>
<td>61.54</td>
</tr>
<tr>
<td>Girl</td>
<td>5</td>
<td>38.46</td>
</tr>
<tr>
<td>Level of education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduated from junior high school</td>
<td>3</td>
<td>23.07</td>
</tr>
<tr>
<td>Graduated from high school</td>
<td>10</td>
<td>76.93</td>
</tr>
<tr>
<td>Business experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;5 years</td>
<td>3</td>
<td>23.07</td>
</tr>
<tr>
<td>&gt; 5 years</td>
<td>10</td>
<td>76.93</td>
</tr>
</tbody>
</table>

Source: Primary Data Analysis, 2013

### Age

Age is one of the factors that influence the ability of the mindset of traders in determining management patterns that are applied in managing a business. Suratayah (2006) classifies ages by productive and non-productive groups. The age range of 15-55 years is categorized as productive age while ages 0-14 years and 55 years and over are categorized as non-productive age. The age of the respondents of the research results is still in the productive category ranging from 36-53 years (average 42 years) can be seen in Appendix 2. This allows the respondent's ability to manage the meatball business more productive, because the younger the merchant's age, the more eager he wants to know high. This is following the opinion of Sehabudin and Agustian (2011), the age factor is usually synonymous with work productivity, if a person is still classified as productive age then the productivity is also high because it is supported by physical abilities, actions and thinking abilities quite well.

### Gender

A person's gender will be able to have an impact on the type of work he does. Gender also influences every decision taken by someone, one of which is the use of capital in the business. The physical differences between men and women will certainly have an impact on their work. Meatball traders in Kendari City are still dominated by men as many as 8 respondents with a percentage of 61.54% while female meatball traders as many as 5 people with a percentage of 38.46% (can be seen in Table 1). This is consistent with Sudarmanto's (2005) research, that male workers (family heads) devote relatively more time compared to women and children.

### Education

Education is an indicator in determining the ability of someone in managing their business to increase the amount of product because it will affect the mindset of traders to the level of acceptance of innovation and new technology. According to Mulyadi (2003) that education not only increases expertise and skills but can also improve attitudes and increase knowledge of human resources, which in turn will increase productivity. The formal education of meatball traders in Kendari City was 69.23% of high school graduates and 30.77% were junior high school graduates (can be seen in Table 1). Thus it can be said that the level of education of meatball traders in Kendari City is quite high because the level of education is related to the quality of human resources (HR). This is consistent with the opinion of Sembiring (2008) that the higher a person's education is, the easier they will receive information, and in the end, the more knowledge he has. Conversely, if someone's level of education is low, it will hinder the development of one's attitude towards acceptance, information, and values that are newly introduced.

### Business Experience

Trader business experience is a factor that determines success in developing a business. Along with the knowledge and skills of traders acquired during their business. The experience of doing a meatball business will affect the ability to do business, especially if supported by higher education. People who
have been in business for a long time usually have better business management capabilities so that it is possible to obtain greater income. Conversely, someone who is just starting to try certainly does not have much experience in managing his business, so that the income earned will be smaller when compared with people who have experience. The experience of respondents (meatball traders) in Kendari City on average was less than 5 years 23.07% and more than 5 years 76.93% (can be seen in Table 1). Thus the meatball traders in Kendari City generally have quite a long experience so that it will have a positive influence on the development of the meatball business. This is consistent with the opinion of Hermanto (1996) that with enough experience a person has can organize a business so that an efficient outcome (output) will be achieved.

**CHARACTERISTICS OF BUSINESS MEATBALL**

Characteristics of meatball businesses include sources of capital, type of labor, number of workers, and number of hours worked. Characteristics of respondents meatball traders can be seen in Table 2.

<table>
<thead>
<tr>
<th>Tabel 2. Karakteristik Usaha Bakso di Kota Kendari</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Variable</strong></td>
</tr>
<tr>
<td>Source of capital</td>
</tr>
<tr>
<td>Owner's equity</td>
</tr>
<tr>
<td>Joint capital (family business)</td>
</tr>
<tr>
<td>Type of labor</td>
</tr>
<tr>
<td>Family</td>
</tr>
<tr>
<td>Permanent employees + employees</td>
</tr>
<tr>
<td>Total manpower</td>
</tr>
<tr>
<td>Number of hours worked</td>
</tr>
<tr>
<td>&lt;8 (hour)</td>
</tr>
<tr>
<td>7</td>
</tr>
</tbody>
</table>

Source: Primary Data Analysis, 2013

**Capital Resources**

Business capital for small traders is the main element to support an increase in income which will ultimately improve the living standards of the traders themselves. This capital usually comes from savings, donations, inheritance, or relatives (own capital). The source of capital of meatball traders in Kendari City is sourced from their capital with the highest percentage of 84.62% and other sources of capital coming from families (family businesses) are 15.38% (can be seen in Table 2). The use of own capital makes traders freer to develop their business because they are not burdened by external debt such as loans from banks, so traders will automatically pay attention to bank interest in each month. According to Mardiyatmo (2008), that own capital has advantages a) interest costs or administrative costs so it does not become a burden on the company b) does not depend on other parties, meaning that the acquisition of funds is obtained from the deposit of the capital owner, c) does not require complicated and time-consuming requirements relatively long time d) there is no necessity of return on capital, meaning that the capital invested by the owner will be planted for a long time and there is no problem if the owner of the capital wants to transfer it to another party.

**Type of Labor**

The type of labor used by meatballs traders in Kendari City is usually their own or family labor where all family members play a role in developing and managing a business. While the type of outside labor is permanent employees. Meatball traders usually provide wages to employees following the agreement between the meatball traders and employees. The type of labor used by meatball traders in Kendari City is own labor (family) having the highest percentage of 66.5% and outside labor or permanent employees used by meatball traders are 35.5% (can be seen in Table 2 ).
This shows that the meatball business in Kendari City is still classified as an informal business because business ownership is held by individuals or families. According to Mulyadi (2003) that one form of informal business if ownership is held by individuals or families and the use of productivity and wage rates are still low.

**Total manpower**

The number of hours of work required by meatball traders needs to be adjusted to the needs to a certain degree so that the amount is optimal. The number of workers needed is indeed still much influenced and linked to gender, and labor costs. The number of laborers used by meatball traders is between 1-2 with an average of 1 person (can be seen in appendix 2). The number of workers used by traders in the research location is very limited considering the business is still a micro-business to increase the number of workers is no longer efficient. Therefore, the use of labor in this business should be reduced. The purpose of traders is to reduce the use of labor to reduce production costs, but in using labor, traders must pay attention to the quality of labor. This is following the opinion of Soekartawi (2003) that labor production factors are important production factors and need to be taken into account in the production process in sufficient quantities, not only seen from the availability of labor but also the quality and type of labor.

**Total Working Hours**

Meatball trader working hours are the time needed by a trader to manage his business in terms of producing meatballs to the marketing stage to consumers. The number of working hours of meatball traders in Kendari City is less than 8 hours/day as much as 46.15% and the number of working hours more than 8 hours/day as much as 53.85% (can be seen in Table 2). The high number of meatball trader working hours in Kendari City is due to the respondents' main job in the research location as a trader so that all of his time is used only to take care of his trading business, starting from buying the raw material for the meatballs, making the meatballs up to holding the marketing to consumers. According to Soekartawi (2003) that the length of time worked determines the size of the labor costs, the longer working hours the higher the costs incurred.

**MEATBALL BUSINESS PRODUCTION COST**

Production costs are costs that must be incurred by meatball traders in production activities. Production costs incurred by meatball traders in Kendari City include variable costs and fixed costs. The costs incurred by meatball traders are as follows:

**Fixed cost**

Munawir (2000) states that fixed costs are costs whose amounts do not change within a certain range of output but for each unit of product that changes according to changes in production. Fixed costs in the meatball business include rental of premises, rent of electricity, wages for labor and depreciation of equipment, maintenance costs for rental of water/drinking water, and building tax. Fixed costs to be incurred by meatball traders can be seen in Table 3.

<table>
<thead>
<tr>
<th>No</th>
<th>Description</th>
<th>Average (Rp / month / trader)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Production cost</td>
<td>10,821,130.00</td>
</tr>
<tr>
<td>-</td>
<td>Fixed cost</td>
<td>1,780,546.00</td>
</tr>
<tr>
<td>-</td>
<td>Variable costs</td>
<td>9,040,584.00</td>
</tr>
<tr>
<td>-</td>
<td>Total cost</td>
<td>10,821,130.00</td>
</tr>
<tr>
<td>2.</td>
<td>Reception</td>
<td>13,594,000.00</td>
</tr>
<tr>
<td>3.</td>
<td>Income</td>
<td>2,789,500.00</td>
</tr>
<tr>
<td>4.</td>
<td>The balance of receipts for costs (R / C Ratio)</td>
<td>1.2</td>
</tr>
</tbody>
</table>

Source: Primary Data Analysis, 2013
Table 2. explains that the average fixed costs incurred by meatball traders in Kendari City were Rp 1,780,546.00, / month of traders. A large number of variable costs is caused by the use of labor, rent for premises, rent for electricity, and high labor costs. According to Hoddi et al (2001) that the greater the amount of production in the business, the greater the fixed costs to be incurred, and vice versa the greater the amount of production the smaller the fixed costs incurred.

**Variable Cost**

Suratiyah (2009), states that variable costs are costs used to buy or provide raw materials that run out in one production. Variable costs are costs whose total amount will change in proportion to the results of production or production volume. Variable costs incurred by meatball traders during the production process are the costs of purchasing raw materials (meat, spices, noodles, tapioca flour), milling costs, transportation, equipment costs such as plastic paper, and the price of fuel in the form of kerosene/gas. Table 3 explains that the average variable cost spent by meatball traders in Kendari City is Rp. 9,040,584.00 / month / trader. The variable costs incurred by meatball traders in Kendari City will always change if the traders increase or decrease the amount of production that must be adjusted to the scale of business. Because the more the amount of production, the greater the variable costs will be incurred. According to Rahardja (2006), that variable costs change according to the high and low output produced or depending on the scale of production carried out.

**Total cost**

The total cost is the total costs incurred by the meatball trader either fixed costs or even variables. Based on Table 2, the average total cost incurred by meatball traders in Kendari City is Rp10,821,130.00 / month/trader. The amount of costs incurred by the trader is dependent on the volume of production to be produced. This is consistent with the statement of Yuliadini (2000), that the more production volume, the greater the total costs used.

**Meatball Business Reception**

Receipts are all results obtained from the production process including receipts from the sale of meatballs. The revenue obtained by the meatball trader is then used to cover the total costs that have been incurred. The amount of revenue obtained by meatball traders in Kendari City can be seen in Table 3.

The average acceptance of meatball traders in Kendari City is Rp. 13,594,000.00 / month / trader. This is because the amount of products produced by meatball traders is quite a lot. The amount of revenue depends on the amount of production. Following the opinion of Soekartawi (2003), the greater the production capacity produced, the greater the revenue. Conversely, low production will also provide low income, but high income does not guarantee a high income.

**Meatballs Business Revenues**

Revenue is the difference between revenue and total costs. If the value obtained is positive, then the business gets a profit, and vice versa. The average income earned by meatball traders in Kendari City is Rp. 2,789,500.00 / trader / month. The amount of income of these traders is high for the small business scale category. When compared with Susanti's research (2009), the average income of mobile meatball traders in Koto Tengah Subdistrict, Padang City is Rp 1,857,489.00 / month.

The size of the amount of merchant income is influenced by the scale of business. Following the opinion of Daniel (2002), that the larger the scale of the business, the greater the income earned in the business, so that their income increases and business efficiency can be improved properly.

**Balance of Receipt of R / C Ratio Cost**

Revenue-Cost ratio (R / C), which is the ratio between revenue and production costs in the meatball business. R / C Ratio of meatballs business in Kendari City is 1.2, which means that for every one rupiah spent by meatballs traders, it will generate additional revenue of Rp 1.2. The meatball business in Kendari City is feasible to be developed because the R / C Ratio is more than one. This is following the statement of Soekartawi (2003), that the business is said to be feasible if the value of R / C Ratio> 1 if the value of R / C Ratio <1 then the business is not feasible to be
developed or the business is losing and if the R/C Ratio = 0 then the Akam business will break even, which means that in running the business, there is no profit or no loss / principal return.

CONCLUSION

Based on the results and discussion it can be concluded as follows:
1. The average income of meatballs traders in Kendari City is Rp 2,789,500.00/month/trader.
2. The average R/C ratio of the meatball business in Kendari City is 1.2 and is feasible to be developed.

REFERENCES


