Analysis of Geprek Chicken Business Income (Case Study of Geprek Bossku restaurant in Poasia District, Kendari City)

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Abstract

This study aims to analyze the income, and business of Geprek Bossku restaurant. The research variables are (a) the characteristics of the respondents; (b) business profile; (c) investment costs; (d) production costs; and (e) acceptance. The research data were analyzed using income analysis, revenue, cost acceptance analysis (R/C Ratio), cost-benefit analysis (B/C Ratio), and depreciation expense. The results showed that the income earned at the Ayam Geprek Bossku restaurant business in Poasia District, Kendari City was Rp. 131.058.333/month.

Keywords: Geprek Chicken, Income, Restaurant

Introduction

Economically, Indonesia is a developing country. Along with the increase in the income per capita of the population, the need for animal protein for the community also increases. The food that is often consumed by the community is broiler chicken (Badaruddin, et al., 2022). Broiler chicken meat contains many nutrients such as protein, fat, minerals, carbohydrates, and vitamins (Badaruddin, et al., 2022). The type of processed chicken product that is widely developed is geprek chicken.

Ayam geprek is a typical Indonesian flour fried chicken food that is pulverized or crushed with chili sauce. Now chicken geprek has become a popular dish that can be found in almost all major cities in Indonesia, but the origin of chicken geprek comes from the city of Yogyakarta (Oktalia, 2022). Geprek chicken is an innovation that comes from flour-fried chicken mixed with chili and other spices by crushing it (Wirawan et al., 2019). Geprek chicken restaurants are starting to become a favorite of the community, especially students and college students because of their affordable prices (Christian & Justinius, 2021). Geprek chicken is a culinary business quality that is widely developed in Southeast Sulawesi, especially in Kendari City. The sub-district area where there is a fried chicken culinary business is the Poasia sub-district.

Poasia District is one of the areas in Kendari City that has potential as a center for developing the Geprek Bossku Chicken culinary business because it has large market potential. This can be seen in the population that continues to increase by as much as 37,817 people (BPS, Kota Kendari, 2021). This is what makes one of the geprek chicken businesses, namely Ayam Geprek Bossku develop and get a fairly adequate income. The income obtained can be a measure of the success of the management and efficiency of a business. My Boss’ Geprek Chicken business has great potential to continue to be developed. This is based on the high demand for geprek chicken products, besides the strategic location of the business.

Materials and Methods

This research was carried out in July 2021 at the Bossku Geprek Chicken Business, Poasia District, Kendari City, Southeast Sulawesi. Respondents in this study were business owners and employees of the Ayam Geprek Bossku restaurant.

The data used in this study consisted of two sources, namely primary data and secondary data. Primary data were obtained through field observations and interviews with respondents. Interviews with respondents were guided by tools in the form of a list of questions made according to the problem and research objectives. Secondary data are written data obtained from searching books, journals, websites, or the internet, data from the Central Statistics Agency of Kendari City, and data from other agencies related to research interests. The method used to collect data is an interview, observation, and
documentation. Data regarding the business profile of Ayam Geprek Bossku will be tabulated and explained descriptively.

Total revenue from a business can be obtained from the result of multiplying the number of products obtained (sold) with the price of the product (Sani et al., 2021). This statement can be written mathematically as follows:

\[ \text{TR} = \text{P} \times \text{Q} \]

Revenue is the reduction between revenue and total costs (Abadi et al., 2016; Abadi et al., 2022), mathematically formulated as follows:

\[ \text{Pq} = \text{TR} - \text{TC} \]

Results and Discussion

Production costs are costs incurred to process raw materials into finished products that are ready to be sold (Suci, 2017). The production cost of the Geprek Bossku Chicken restaurant business on a large scale with a total raw material of ± 4,500 chickens per month, illustrates the amount of production input and costs incurred during the restaurant business process. The production costs incurred by the Ayam Geprek Bossku restaurant business in one month come from their capital. The cost of the Ayam Geprek Ayam Geprek Bossku restaurant to produce geprek chicken products consists of fixed costs and variable costs.

Fixed costs are costs that are always fixed as a whole without being affected by the level of activity including depreciation costs of equipment (chairs, tables, woven bamboo plates, glasses, spoons, forks, pans, cauldrons, spatulas, mortars, gas stoves, and fried tongs), shop house rentals, business taxes, employee salaries, electricity, and water bills and gas cylinders (Hutapea et al., 2020; Oktalia, 2022). Variable costs are the total costs that will increase if the production volume increases, including the purchase of chicken, drink menus (teabags, milo powder, dring beiji, good day capuccino, oranges, thai tea powder, green tea powder, lemon, pop ice melon, aqua mineral, sugar, and ice cubes) and food menu (cayenne pepper, red chili, garlic, vegetable oil, salt, sugar, flavoring, wheat flour, my serving flour, cornstarch, baking powder, pepper powder, rice, tempeh, tofu, noodles, shrimp, liver, gizzard, eggplant, potato, crackers) (Forijati & Ridwan, 2020; Wahyuni et al., 2020). The summary of the production costs of the Geprek Bossku restaurant business is presented in Table 1.

<table>
<thead>
<tr>
<th>No</th>
<th>Production Cost Description</th>
<th>Total (Rp/Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fixed cost</td>
<td>17,891,667</td>
</tr>
<tr>
<td>2</td>
<td>Variable cost</td>
<td>314,670,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>332,561,667</strong></td>
</tr>
</tbody>
</table>

Source: Data Analysis Results, 2021

Revenue is the multiplication between the number of geprek chicken portions obtained with the selling price unit (Risna & Hendy, 2018). Total revenue or gross income is the total production value before deducting production costs (Hadiini et al., 2022). Rekapan penerimaan pada usaha rumah makan Ayam Geprek Boskku dapat dilihat pada Tabel 2.

Based on Table 2, it can be explained that the total receipts obtained were Rp.463,620,000, with receipts from the food menu which included packages of fried chicken with rice, packages of fried chicken with tofu and tempeh, packages of noodles, chicken, and rice, packages of geprek chicken that was economical, packages geprek noodles, geprek prawn packages with rice, cheese geprek chicken packages, geprek chicken with rice, geprek

\[ \text{Rekapan penerimaan pada usaha rumah makan Ayam Geprek Boskku dapat dilihat pada Tabel 2.} \]

<table>
<thead>
<tr>
<th>No</th>
<th>Description</th>
<th>Total (Rp/ Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Food menu</td>
<td>414,900,000</td>
</tr>
<tr>
<td>2</td>
<td>Drinks menu</td>
<td>48,720,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>463,620,000</strong></td>
</tr>
</tbody>
</table>

Source: Data Analysis Results, 2021

Based on Table 2, it can be explained that the total receipts obtained were Rp.463,620,000, with receipts from the food menu which included packages of fried chicken with rice, packages of fried chicken with tofu and tempeh, packages of noodles, chicken, and rice, packages of geprek chicken that was economical, packages geprek noodles, geprek prawn packages with rice, cheese geprek chicken packages, geprek chicken with rice, geprek

\[ \text{Ind. J. Anim. Agric. Sci., 4(2) :16-19, 2022} \]
noodles added chicken, tofu packages added tempeh, gêprek tempeh, gêprek tofu, added tempeh tofu, liver added rampela, kale, gêprek eggplant, fried potatoes, and white rice Rp. 414,900,000 and receipts from a drink menu which includes iced tea/warm, iced milo/warm, ice chocolate, ice cappuccino, ice oranges, Thai tea, green tea, lemon tea, melon juice, orange juice, and mineral le of Rp. 48,720,000.

Revenue is the net result obtained after the receipt is reduced by the production costs expressed in rupiah. The income in question is the amount of money received by the respondent after the total revenue is reduced by the total expenditure (cost) in a month. The calculation of the results of the income analysis is presented in Table 3.

Table 3. Bossku Gêprek Chicken restaurant business income

<table>
<thead>
<tr>
<th>No</th>
<th>Description</th>
<th>Total (Rp/Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reception</td>
<td>463,620,000</td>
</tr>
<tr>
<td>2</td>
<td>Total cost</td>
<td>332,561,667</td>
</tr>
<tr>
<td></td>
<td><strong>Income</strong></td>
<td><strong>131,058,333</strong></td>
</tr>
</tbody>
</table>

Source: Data Analysis Results, 2021

Based on Table 3 it can be explained that the total income earned in a month is Rp. 131,058,333 with a total of Rp. 463,620,000 and the total cost which includes fixed and variable costs is Rp. 332,561,667.

**Conclusion**

Based on the research results of the analysis of the Gêprek Chicken business income (case study of Ayam Gêprek Bossku) Poasia District, Kendari City, it can be concluded that the Gêprek BosskuChicken restaurant business has an income of Rp. 131,058,333/month.

**References**


Oktalia, A. (2022). Analisis Kebijakan Umkm Ayam Gêprek Tim Chick’s Dalam...


