

Sangrai Peanut Business Feasibility Analysis (Case Study of Keranggan Village, Setu, Tangerang Selatan, Banten)

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ABSTRACT

The population of this research is the roasted peanut businessman Mr. Naih / Ma'Mun 007/003 in Keranggan Village, Setu, South Tangerang. Data collection method used is documentation and interview method. Descriptive analysis method, quantitative with data analysis tool used is business feasibility analysis. The type of data used in this study consists of primary and secondary data that are qualitative and quantitative. Analyzer used in this research is business analysis based on value of IRR, PI, NPV, PP. The results of feasibility analysis, both in terms of quantitative and qualitative indicate that this business is feasible to run. This is one of them is shown by financial analysis that yields a positive NPV value of Rp. 67.334.000, IRR value of 20.1 percent where this value is greater than the loan interest rate (14 percent). PP 3.9 years, which means this business has been able to cover the initial investment costs before the age of the business ends. With an investment return rate of 28% ARR. From this research can be concluded that roasted peanuts business is economically feasible to be continued. Need support and role of government and parties terkait either in the form of capital and counseling-penyulahan and applied technology innovation well from before production until marketing and processing. The management of good potential will increase the income of the people and regional income that will encourage economic growth.

Keywords: Business Feasibility, Peanut and Utilization of Sand

I. INTRODUCTION

Background Research

The Indonesian state which is an agrarian country, the agricultural sector is a supportive sector in the national economy. The current economic development with agricultural business services is also increasing with agribusiness activities (including agro-industry). This activity became a leading activity of national agricultural development (Saragih, 2001). The agricultural sector and the industrial sector are the two sectors that play an important role in the Indonesian economy because it is expected to contribute in the effort to increase and equal income development for all people.

South Tangerang City is a new autonomous region of pemekaran from Tangerang Regency which is relatively flat geographically. Some sub-districts have bumpy land such as on the border between Setu and Pamulang sub-

districts and some in East Ciputat Subdistrict. The geological condition of South Tangerang is generally alluvium rock, which consists of clay, silt, sand, gravel, crust and lump. This type of rock has a level of ease of work or workability is good to medium, the element of resistance to erosion is good enough therefore the area of South Tangerang City is still quite feasible for urban activities.

Viewed from the distribution of soil types, in general in South Tangerang form red latosol association and latosol reddish brown which is generally suitable for agriculture / plantation. However, in reality more and more are changing their use for other activities that are non-agricultural. For some areas such as Serpong Sub-district and Setu Subdistrict, there is a type of soil containing sand especially for areas close to the Cisadane River. The Food Crops Subsector covers the business of rice crops and crops.

Based on the results of ST2013 it is known that food crop households in South Tangerang City are dominated by households that manage Palawija crops. Of the total households managing food crops of 1,858 households, 93.76 percent (1,742 households) manage crops, while households managing rice crops account for 15.02 percent (279 households) of all food crop households. In addition, there are 13.08 percent (243 households) of all food crop households in South Tangerang that manage rice and crops at the same time. Crops include grains, beans, and tubers. Of the 11 main crops of palawija, cassava is the most cultivated commodity by palawija households in South Tangerang City followed by corn and peanut commodities. The percentage of households in these three main commodities to the total number of households was 76.41 percent (1,331 households) of cassava, 33.08 percent (524 households) of maize, and 27.32 percent (476 households) of peanuts soil. Meanwhile, palawija commodities that are not planted by households are wheat, arrowroot, and sorghum.

The fryer uses sand as a heat conductor associated with the surface heat contact value (h) between the sand as a heat conducting medium with fried products. The value of h in the process of frying using sand is not only influenced by the conduction process, but also influenced by the convection process because the sand in the form of bulk is a solid object that has the properties of easy to flow resembling a liquid object. The diameter of the sand affects the frying process. If the fried product is a skinned product it is recommended to use sand with a diameter between 0.15-0.75 mm. The smaller the diameter of sand used by the surface heat contact value (h) will be greater. For non-crusted products when frying, it is best to use sand between 0.75 mm-2.00 mm in diameter as the sand will easily stick to fried products if the size is smaller. Frying using sand has some advantages. The advantages obtained are: (1) fried product does not contain cooking oil so it is not easy to experience smelly, (2) sand used as heat conductor is easy to get, (3) product can be done recondition if decreasing crispness that is by dried under Sunlight or by heating at a temperature not too high (350C-450C). (Siswanto, et, al, 2008).

II. METHODS AND MATERIAL

1. Literature Review

Material For Peanut Making

Roasted raw materials roasted peanuts, is actually a peanut is still complete with skin. This leather peanut is roasted on a sturdy stone stove, and generally on the stove there are two large concave-shaped cauldrons of steel-like material. Fuel furnace using firewood and Cisadane river sand.

Sangrai Peanut Making Process

In the rooftop cubicle's rooftop living room, two large plastic tubs filled with freshly baked roasted peanuts. The peanut shell color becomes slightly shiny, probably because almost an hour is turned up and over the hot pot. Not a few that look blackened on each end. This roasted roasted beans, waiting for the next process. Moreover, if not ditampi, on the tampah made of woven bamboo. The process of sowing this roasted roasted bean, is to separate which good roasted and decent roasted beans, with those that do not meet the standards.

Finished winnowed, then roasted peanuts ready to be inserted in plastic packaging according to size, then laminated one end of the plastic until tight, airtight. Then, roasted beans are ready to travel to meet the buyers. Building or kitchen where heating, staring out, visible skin nuts are being dried. Field size of field badminton field, full of skin nuts. Dried in the sun, these leather nuts are finished from the washing process. Later, after dry, continue to the next stage, namely heating. Here is a picture of roasted peanut processing.



Figure 1. Process of Roasted Peanuts

2. Previous Research

Manijo (2005) conducted a study on the feasibility analysis of corn processing business on the agribusiness project BBPT Pemda Sumedang, West Java. Viewed from the market aspect, has had a good enough market opportunity due to market demand.

From the technical aspect, this business is feasible to be developed because technically processing place is close to raw material production place, the availability of sufficiently experienced laborers and the facilities and infrastructure owned is quite adequate. In review from the social aspect has contributed to the community around the opening of new job opportunities And improving farmers 'skills and increasing farmers' income. Based on the financial and economic feasibility analysis of the corn processing business, it is feasible to run because it gives a positive NPV value, Net B / C is greater than one, IRR is greater than the prevailing market interest rate and payback Period less than the project's economic life.

Rustiana (2008) conducted a research on feasibility analysis of Pure manga processing business in CV.Promindo Utama, Cirebon West Java. It can be seen that the results of non-financial aspects show that pure manga processing business is feasible to be implemented. Evaluated from the market aspect, the market potential of puree manga is considered to be adequate ie the market share in the form of downstream insutri. Judging from the technical aspects of the selection of puree manga processing unit location is considered very precise. Judging from the aspects of management, the implementation of processing unit activities are expected to be well organized. From the social aspect, the development of processing unit of this mango puree has increased. Income of farmers and open employment for the surrounding population and from environmental aspect, the resultant waste does not contaminate around. The result of finance aspect indicates that this puree mango processing business is feasible to run if using raw material of Cumulani mango grade C. NPV value obtained by processing unit during 10 years of Rp 346,825,522, - with a machine capacity of 78,000 kg for 5 months of production per year, an IRR of 87.26%, net value of B / C of 6.14 and a 2 year payback period of 2.6 months .

Atik Noviani (2010) conducted a research on krecek cracker business in Pati household scale in Klaten District in production process for one month (28 days) to issue average cost of Rp 9,561,581,63. Total average receipts earned amounted to Rp 11,387,600.00 and an average profit of Rp 1,826,018.37. While the level of business profitability is 19.10%, which means the business of krecek Pati crackers industry is profitable. The business of krecek starch housewares crackers in Klaten Regency in the production process for one month (28 days) has more than one efficiency value of 1.19 so it can be said that this business has been efficient. The business of krecek chips home scale cracker industry in Klaten Regency in the production process has the value of coefficient of variation (KV) 0.74 so that it can be interpreted that this business has a chance of loss and can be said this business is high risk

3. Research Method

The method used in this research is case study method on Peanut Business in Keranggan Village, Setu, Tangerang Selatan, Banten.

Method of collecting data

The data used in this research are primary data and secondary data. Primary data is data obtained through interview techniques to domestic business actors, to in marketing. Whereas secondary data is obtained from institutions related to this research, such as Industry, Trade, Cooperatives and Investment (Perindagkop and PM), and Dinas Pertanian City of South Tangerang, Banten.

Research Design and Data Collection Techniques

The analysis of the feasibility study of quantitative business, in which the financial aspects of the preparation of working capital and investment capital are important in this study. A) Depreciation or depreciation methods, b) Cash flow, c) PP method (payback period), d) ARR method, e) NPV method, f) PI method

Data collection technique

Arikunto (2002: 136) "research method is the way used by researchers in the collection of research data". Based on the above understanding can be said that the research method is the way used to collect data needed in research. The data collection in this research is done by: 1. Observation, 2. Interview. This technique is used to obtain primary data with face-to-face and direct communication in the form of question and answer with the questionnaire based on a prepared list of questions first. 3. Recording This technique is used to collect primary and secondary data, ie by recording the results of interviews with respondents and data from government agencies or institutions associated with this research.

Time and Place of Study

This research was conducted for 6 months, ie from November 2015 until April 2016, while the research place located Ds. Keranggan, Setu Tangerang Selatan, Banten. Population and sample in this research business actor Mr Naih / Ma'Mun RT 007/003 Desa Keranggan, Setu, Tangerang Selatan. Populasi penelitian this is entrepreneur who make roasted peanuts from the initial processing to the process of selling roasted beans

III. RESULTS AND DISCUSSION

Financial feasibility analysis is seen from the criteria of NPV, PI, IRR, and payback period. The results of financial analysis as follows.

Table 1. Financial Analysis Results

Criteria	Result
Net Present Value (NPV)	67.334,400,-
Average Rate Return (ARR)	28%
Payback Period (PP)	3 years 7 month
Profitability Index (PI)	1,00 X
IRR	20.1 %

Based on the above financial analysis, this roasted peanuts business obtained $NPV > 0$ amounting to Rp 67,334,400, - This value is the net cash received by the roasted peanut business of Mr. Naih / Ma'Mun in Keranggan Village, Setu Tangerang for five years period of analysis . From the data obtained a positive value indicating that the value of cash inflows is greater than the value of cash out, so that the production of roasted peanuts is feasible to proceed. For Profitability Index If $PI > 1$; The yield of the peanut kretria produces $PI > 1.00$, the investment is feasible. The roasted bean roasted peanuts have a payback period of investment costs for 3 years 9 months The payback period (PBP) is the period required to restore the investment venture capital , Which is calculated from net cash flows. This means that the business has been able to cover the initial investment cost before the business ends. The IRR obtained from the financial analysis is 20% where the IRR is greater than the prevailing discount factor rate of 14%. The IRR value shows the project's internal rate of return of 20% and since $IRR > 14\%$, this moor is feasible and profitable. With an ARR return on investment of 28%.

IV. CONCLUSION

Based on the results of research, it can be concluded as follows :

- A. The results of non-financial feasibility analysis are market, raw material, technical, management, legal, and socioeconomic and environmental aspects analysis, roasted peanut business Mr. Naih / Ma'Mun RT 007/003 in Keranggan Village, Setu, South Tangerang is feasible to be implemented
- B. The result of financial feasibility analysis The manufacture of roasted peanuts Mrs Naih / Ma'Mun RT 007/003 in Keranggan Village, Setu, South Tangerang is done profit. This is seen from the results of financial analysis showing that $PI > 1.00$, $NPV > 67.334,400$,

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