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THE PERFORMANCE OF KERUPUK BAWANG AGROINDUSTRY IN BANDARLAMPUNG CITY (CASE STUDY OF ONION CRACKER WINDA PUTRI IN BANDARLAMPUNG CITY)

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ABSTRACT

The purposes of this research are to analyze (1) the performance of agribusiness system of onion cracker household agroindustry , 2) the production process, added value and income of agroindustry onion cracker 3) marketing of product onion cracker and 4) the role of support services facilities. this research used to case study at onion cracker agroindustry in tanjung senang sub district bandar lampung city. the research was conducted in january - february 2018 and data analysis used to qualitative and quantitative method. the results showed that the procurement of raw materials had not fulfilled price component. (1) the performance of the agroindustry was not good because it had not fulfilled the flexibility component. (2) the production process is going well and agroindustry revenue was considered good because the value of r/c ratio was > 1 and given added value and income was positive. (3) the marketing strategy of the agroindustry has used the 4p marketing mix component, which is the product, price is good, while for the place and promotion component, it has not been used optimally. the marketing chains consisted of two channels. (4) the provided support services of this agroindustry were bank, information and communication technology, transportation, and market procurement process of raw materials that correspond to six right on (time, place, quality, quantity, type, and price).

Keywords: agroindustry, onion cracker, performance

INTRODUCTION

Food is one of the basic human needs and is an important aspect in economic development in Indonesia. Fulfilling food needs not only in the amount of adequate food consumption, but also includes food security, quality, nutritional, easy to obtain, and affordable by the community. According to Republic of Indonesia Law Number 18 of 2012, food security is a condition of fulfilling food for the state and individuals reflected in the availability of food that is both good in number and quality, safe, diverse, nutritious, equitable and affordable and does not conflict with religion, belief, and the culture of the community to be able to live healthy, active, and productively in a sustainable manner (Food Security Agency, 2013).

The Indonesian people in general are still very dependent on rice food so that the Indonesian government imports a lot of these products. On the other hand, the large amount of Indonesian rice imports will lead to reduced foreign exchange holdings which will affect the development of the Indonesian economy. Therefore food diversification is needed to overcome the dependence on rice imports. One effort that can be done to reduce dependence on rice imports above is to diversify food. This is because Indonesia is one of the countries that has an abundant variety of local food.

According to the Central Bureau of Statistics (2015), Lampung Province is the number one producer of cassava in Indonesia, so cassava can be used as an alternative food in supporting food diversification programs. Cassava is not only consumed in fresh form, but can also be enjoyed in other processed products such as tapioca flour, cakes and various foods made from cassava, and become onion crackers. Onion crackers is one of the products of cassava raw material processing agroindustry that needs to be developed because it can help the development of food security. This is because onion crackers can be used as a snack or side dish. On the other hand, because cracker-shaped food is very familiar with the tongues of the Indonesian people, the cracker business has bright prospects. Table 1 below shows the average consumption of crackers per capita in Indonesia.

Table 1. Average per capita cracker consumption in Indonesia according to expenditure per month.

Expenditure Group (Rp)	Consumtion (ons)
Less than 40.000	-
40.000 - 59.999	0,075
60.000 - 79.999	0,087
80.000 - 99.999	0,085
100.000 - 149.999	0,128
150.000 - 199.999	0,140
200.000 - 299.999	0,196
300.000 - 499.999	0,250
500.000 and more	0,305
Average per capita	0,166

Source: Susenas, Expenditures for Indonesian Population Consumption, 2003

Crackers are foods that are very popular with people in Indonesia, both the poor, middle-income residents, and high-income residents. In addition, onion crackers have high nutrition so that they are quite useful for the development of the body of the community. One of the advantages of onion crackers is that they have the highest carbohydrates compared to mushroom crackers and fish crackers. Table 2 below shows the composition nutritional value of several types (mushroom cracker, onion cracker, and fish cracker) per 100 gram.

Table 2. The nutritional value of several types of crackers per 100 Gram

Composition	Mushrooms cracker	Onion Cracker	Fish Cracker
Protein (gr)	1,5	1,0	1,0
Lemak (gr)	0,1	0,2	0,2
Karbohidrat (gr)	84,5	90,0	86,0
Serat (gr)	0,9	2,4	2,4
Kalori (gr)	362,0	295,0	350,0

Source: Wahyono 1996 (Oktaviyani, 2009).

The high consumption of the Indonesian people towards crackers opens up opportunities for the growth and development of the onion cracker household industry. One of the Onion Crack Agroindustry in Bandarlampung City is the Onion Winda Putri Crack Industry (KBWP) located in Labuhan Dalam Village, Tanjung Senang District, Bandar Lampung City. The highest production produced by KBWP Agroindustry reaches 700 kg per production and the lowest is 100 kg per production per day. The sustainability of a household agroindustry cannot be separated from the agroindustry performance of the household itself. The sustainability of the onion cracker agroindustry is also inseparable from the agroindustry performance which concerns the availability of industrial raw materials, processing carried out, added value obtained from the products produced, product marketing, support of supporting service institutions, and income derived from this industry. According to Widianti (2010), the general problems faced by crackers are the limitations of developing processing technology, weak capital, production facilities, and limited marketing areas. Therefore, reviewing the performance of the onion cracker industry is very much needed as a consideration in developing this household industry.

METHODS

The research method used in this study is a case study method on an onion cracker agroindustry. This method is specifically for researching one object that is discussed in detail and in detail. This method is used to obtain data on the performance of onion cracker agroindustry which starts from the subsystem of the procurement of raw materials, processing subsystems, marketing subsystems and supporting service subsystems that are interrelated with each other. The study was conducted at KBWP Agroindustry in Labuhan Dalam Village, Tanjung Senang District, Bandar Lampung City. Determination of research locations was done purposively with the consideration that KBWP Agroindustry has been active in producing onion crackers since 2014. Data was collected through interview techniques with onion cracker agroindustry by using questionnaires and direct observation in the field, while the data analysis method was used qualitative descriptive analysis method and quantitative descriptive analysis.

Study population and sampling

Determination of merchant respondents was conducted using the snow bolling method as many as 12 wholesalers and 36 retailers.

RESULTS AND DISCUSSION

Table 2. Performance Component Agroindustry KBWP

No.	Component	Penilaian
1.	Procurement of raw materials	Already well
2.	Added Value	Positive, 43,90%
3.	Income	R/C for total cost 1,63%
4.	RPM - Channel I - Channel II	 3,26 % 2,68 % (not effective)
5.	The role of support services	Already utilized

Based on observations made, it appears that the availability of sufficient and continuous raw materials for an agro-industry business is very important. Procurement of raw materials is carried out to support the implementation of production activities that exist within an agro-industry. The main raw material in this study is tapioca flour derived from processed cassava which is used to make onion crackers. In addition to the main raw materials needed supporting raw materials and the procurement of workers who assist in production activities. Procurement of raw materials can run well if it has fulfilled the elements of procurement of raw materials. According to Assauri (1999) the procurement of raw materials must be in accordance with 6 T, where the raw material must be in accordance with the right time, the right place, the right type, the right quality, the right quantity, and the right price. KBWP Agroindustry has fulfilled the right five, namely on time, right place, right type, right quality, right quantity, but the exact components of the price have not met. The price issued by KBWP Agroindustry in buying raw materials for tapioca flour, which in 2017 ranges from Rp. 250,000.00 to Rp. 300,000.00. At the beginning of 2018 the price of tapioca flour rose to Rp. 400,000.00 per 50 kg.

Processing of tapioca flour into onion crackers is expected to provide added value to processors. Added value can be interpreted as the value added of a commodity because it experiences various kinds of processes such as processing, transporting or storing a product. Added value can show the extent to which raw materials get a change in value, so that the added value is a reward for labor and profits for the processor directly. The results of the added value analysis at KBWP Agroindustry show that this agroindustry provides added value greater than zero NT> 0 or positive added value so that the agro-industry business is feasible to be developed. Based on the research of Sagala, Affandi, Ibnu (2013) about the performance of the branching agroindustry business, the added value was 34.57 percent. Whereas the KBWP Agroindustry obtained an added value of 43.99 percent. This shows that KBWP Agroindustry has positive added value.

The value of R / C for the total cost of the KBWP Agroindustry is 1.63. The results of this study are in line with Widianti (2010) about the analysis of household scale Pathilo cracker business. The results of this study indicate that the cracker business that is run is efficient, as evidenced by the R / C value of 1.57. Likewise with the research of Hastinawati, Rum (2012) regarding the performance of shrimp cracker agroindustry in Kwanyar sub-district, the results of this study indicate that the R / C value is 1.43. This shows that Winda Putri onion cracker business is profitable. The marketing agency at Agroindustry KBWP consists of two channels, namely channel I, which is the producer to large wholesalers and then to retailers directly to consumers. On the second channel the producer distributes goods to consumers but through merchant intermediaries. In channel I, the RPM value is 3.26% and on channel II the RPM value is 2.68%. In Table 2, it is known that the value of RPM in KBWP Agroindustry on channel I and channel II has not been efficient.

Support service subsystem is the last subsystem that helps other subsystems such as subsystems for supplying production facilities, processing subsystems and marketing subsystems. Agribusiness support services (institutional) subsystems are all types of activities that function to support and serve and develop upstream subsystem activities to downstream subsystems. The role of supporting services is very important, but currently not all types of supporting services around agro-industry are well utilized by KBWP Agroindustry. One of the factors that caused support services not to be used properly was because KBWP Agroindustry considered that not all existing support services needed to be utilized. not yet utilized the Winda

Putri Onion Crack Industry, namely cooperatives, extension institutions, research institutions, and government policies such as halal certificates and BPOM licenses in the form of PIRTs (Home Industry Food). Support services that have been well utilized by the Winda Putri Onion Crack Agroindustry are banks, transportation facilities, information and communication technology, and markets.

CONCLUSION

The results showed that the procurement of raw materials had not fulfilled price component. The production performance of the agroindustry was not good because it had not fulfilled the flexibility component. The agroindustry revenue was considered good because the value of R/C ratio was > 1 and given added value was positive. The marketing strategy of the agroindustry has used the 4P marketing mix component, which is the product, price is good, while for the place and promotion component, it has not been used optimally. The marketing chains consisted of two channels. The provided support services of this agroindustry were bank, information and communication technology, transportation, and market.

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