A MARKETING STRATEGY IN INCREASING BUSINESS PROFIT DUE TO THE IMPACTS OF THE INCREASING SOYBEAN

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ABSTRACT
This study aims to determine the increase in the income of tempe producers, and the impact on regional and village productivity development. The sampling method is to use a total sample (census). All populations were used as a sample of 5 samples. The analytical method used was descriptive and SWOT matrix. The success of increasing the income of tempe craftsmen can be realized if it is supported by the availability of good soybeans, the availability of tools and machines, as well as capital loans to the craftsmen, where this research plays an active role in running and increasing the business income of tempe craftsmen. From the results of visits and interviews, it was obtained that the average business income of tempe craftsmen in the study area was Rp8,171,500.-/month. This shows that the business activities of tempe craftsmen have moderate income in creating the welfare of their families. The right SWOT strategy for tempe producers in Klambir Lima Village in developing their business and increasing their income is an Aggressive Strategy based on the SO strategy. The quality factor of the Tempe is a factor that can be used by the Craftsmen in Klambir Lima Village to increase the selling price. So that the income received by the craftsmen's businesses will also increase and be sufficient to provide for the welfare of their families.

Keywords: Income, Business, Soybean, Tempe, Swot

I. INTRODUCTION

The rate of economic growth in developing countries has had an impact on increasing prosperity, where the consequence is an increasingly rapid increase in demand for food as well as changes in the form and quality of food from protein-producing products. The need for this protein will increase along with an increase in population and income, while on the other hand the supply of protein sources in Indonesia is still insufficient (Puslitbang food crops, 2015).

Soybean is a food ingredient that has the potential as a major source of protein. As an inexpensive source of protein, soybeans have long been known and used in a variety of food products, such as tofu, tempeh and soy sauce. In addition, soybeans are also an important industrial raw material, especially the animal feed industry (Puslitbang food crops, 2015).

Furthermore, Hedayana, et al (2010) in Isnowati, (2013) stated that soybeans are the third strategic food crop commodity after rice and corn, followed by sugar (sugar cane) and beef commodities. In addition, soybeans are also crops that are rich in protein, so they have a very important role in the food and feed industry. Soybean is one of the most widely consumed sources of vegetable protein, because the price is relatively affordable.

John P. Slette and Ibnu E. Wiyono, (2013) stated that the tempe and tofu industries consume 88 percent of the total supply of soybeans in Indonesia. Starting in June 2018, the price of tempe and tofu production increased by 30 percent per kilogram due to the increase in soybean prices. For tempe producers, they are worried that they will not provide real profit, stopping production will lose customers. The impact of the continuous increase in soybean prices has reduced the ability of craftsmen to continue producing, especially those with limited capital. Deli Serdang Regency is one of the industrial centers for tempe craftsmen, with the increase in soybean prices which have continued to increase lately, the local people's tempe business has decreased due to a lack of capital to continue the business.

II.   RESEARCH METHODS

Sources of data used include primary data and secondary data. Primary data was obtained through a survey using direct interview techniques with respondents through a list of questions (questionnaire) that had been prepared beforehand. Secondary data in the form of data on small industries and soybean handicrafts, documents from the Central Bureau of Statistics, the Department of Industry of Deli Serdang Regency, as well as related books and literature.

In this study using data collection methods/techniques as follows:

1. The interview method, namely the method of collecting data by extensive and in-depth interviews with respondents to the use of a prepared questionnaire.

2. The observation method is the method of collecting data by making direct observations with the object to be studied so that a clear picture of the object under study is obtained.

3. Recording method, namely the method of recording data related to research.

The sample in this study were business owners of tempeh in Klambir V Village and were willing to be interviewed. The tempe industry sampling used in this study was total sampling (census), which is a sampling technique that takes the total number of samples (Tatang, 2016). the main criterion is the length of business of more than one year in order to be able to see the impact of the increase in soybean prices that has occurred. The number of samples used was 5 samples to fulfill the general rules statistically, namely the number of samples was 5 because they were normally distributed and could be used to predict the population studied.

The data analysis technique used in answering the first problem formulation is to use a descriptive method. To find out the amount of tempe-making business income before and after the increase in soybean prices can be calculated using the formula:

Where :

$$\pi = TR - TC$$

π= Income / profit (Rp)

TR = Total Revenue / Total Revenue (Rp)

TC = Total Cost / Total Cost (Rp) (Kasim, 2004)

Total revenue is the money value of the total product or purchase result between the total product (Q) and the price of the tempe product (PQ). Mathematically it can be written as follows:

TR = Q x P

Where :

TR = Total revenue from the business of making tempeh (Rp)

Q = Total products sold from the business of making tempeh (per stem).

P = Price of products from the business of making tempeh (Rp).

To analyze the formulation of the second problem is to use the SWOT Matrix. The tool used to compile the company's strategic factors is the SWOT matrix.

III.   RESEARCH RESULT

Research Results Based on research conducted on 5 respondents tempeh craftsmen, the majority of them are men. This can be seen from the number of respondents, there were no women out of 5 tempe producers. The possible reason is due to the awareness of men's role that they have the responsibility to provide for their family, while women as wives play a role in helping their husbands in doing business.

The biggest respondents are those in the age group of 30-39 years. So, the distribution of respondents is normally distributed. The period of time they run their business ranges from 10-15 years. Their previous professions varied, some were farmers or temporary jobs. They hope that the tempe business will have bright prospects because of the good market potential and does not require too much expertise.

Analysis of Operating Profit This study uses the average price before the increase in soybean prices and after, as follows:

Table 1. Average Production Input Prices Before and After Price Increases

Production Inputs	Unit	Price Before	Price After
Soya bean	kg	10.750.-	12,000.-

Cost of Soybean Production Facilities Soybean is one of the leguminous plants which is the basic ingredient of many foods from East Asia such as soy sauce, tofu and tempeh. Soybean is the world's main source of vegetable protein and vegetable oil. The price of soybean previously reached Rp. 10,750.- / kg, and the price after that reached Rp. 12,000/kg.

Yeast

Yeast is a substance that causes fermentation, yeast usually contains microorganisms that carry out fermentation and a culture medium for microorganisms. This culture medium can be in the form of small granules or nutrient liquids. Yeast is generally used to make fermented foods and drinks such as pickles, tempeh, tape, bread and beer. Yeast prices reach Rp. 24,000/kg.

Candle

Candles are a source of lighting consisting of a wick covered with solid fuel. The candles used in this study are of medium size and cost Rp. 2,000/ Btg.

Leaf

Leaves have a major role as a support for decoration, complement, and food packaging. Banana leaves are very much used in the packaging of tempeh, banana leaves are also sold at a price of Rp. 1,500/Lempi.

Plastic

Plastic is needed in the daily needs of tempe craftsmen, especially in packaging tempe, the price of plastic is Rp. 35,000/kg

Use of Labor

Boiling The cost of labor in processing (boiling soybeans) is IDR 10,000/hour, the total cost for labor in boiling is IDR. 1,500,000/month.

Packaging is a coordinated system for preparing goods to be ready for storage, sale and use. The labor cost for packing tempe is Rp.10,000/hour, the total cost for labor for packing tempe is Rp. 1,500,000/month.

The average cost structure before the increase in soybean prices and afterwards is as follows:

Table 2. Structure of Tempe Business Costs Before and After the Increase in Soybean Prices

Description	Unit	Price
1. Cash Fee. Variable Cost		
a. Soya bean	kg	10,750,000
b. Yeast	0.5 kg	12,000
c. Gas	tube	15,000
d. Labor	O'clock	5,400,000
e. Leaf	slim	1,500
f. Plastic	g	105,000
g. Candle	btw	20,000
Total Variable Cost		**16,303,500**
Description	Unit	Price
2. Fixed cost		
a. Transport	units	750,000
b. Electricity	watt	300,000
Total Fixed Costs		1,050,000

Description	Unit	Price
Total Cash Charges		16,303,500
Total Fixed Costs		1,050,000
Total Total		17,353,500
shrinkage		1,735,350
Total		**15,618,150**

Total cash costs are a combination of variable costs and fixed costs, which originally amounted to Rp. 17,353,500. Likewise, the total cost of production, which is the addition of total cash costs with depreciation costs, increased by IDR 15,618,150. The average sales receipts of tempe before the increase in soybean prices and afterwards are as follows:

The average total income of tempe craftsmen is Rp. 25,525,000, based on total revenue minus the total production cost which was previously Rp. 17,353,500, a decrease of Rp. 15,618,150, the resulting operating profit is as follows:

Table 3. Average Income Tempe

Description	Total Admissions	Total production costs	Amount
Operating profit	25,525,000	17,353,500	8,171,500

Operating profit will decrease if this is allowed to drag on, it can make tempe craftsmen who are not strong with capital will go out of business. This is because even though they experienced profits, these profits decreased by IDR 1,735,350. These conditions are considered difficult by the craftsmen to continue their business. If there are other businesses they can do that promise greater results, of course they will switch businesses. But if not, they do a trick by reducing the size of the tempe even at the same price.

Strategy Stage

That is the stage that aims to develop a strategy that has been described by the SWOT matrix, so that the strategy that appears can be used as a reference to increase the income of tempe producers in the study area. The strategy in question is:

SO strategy
1. Making good quality tempeh, free from harmful chemical preservatives, in order to have loyal customers.
2. Packaging tempe as attractive as possible and understanding consumer tastes in order to have loyal customers
3. Using increasingly sophisticated technology, so it is easy to obtain raw materials.

WO strategy
1. Optimizing the use of soybeans and utilizing technology to increase production.
2. Utilizing technology to make it easier to have loyal customers.
3. Make packaging as a product advantage compared to competing products.

ST Strategy
1. Using experience in using quality soybean products, so that the quality of the tempeh produced has a high product selling price.
2. Increase the production of good quality tempeh and dare to beat competitors who have bigger capital.

IV.   CONCLUSION

Conclusion of this paper:

1. Made a new invention of soy tempeh product that can last more than 3 days at room temperature.
2. Dare to compete with other competitors who have bigger capital.
3. Based on the above strategy analysis, the programs that can be carried out to increase the income of tempe producers in the study area are:
   a. Business Capital Provision Program
      This program is needed to provide an injection of funds in the form of capital loans to craftsmen. Local craftsmen experience capital difficulties to buy production inputs, especially soybeans.

   b. Tempe Economic Value Utilization Training Program
      The economic value of Tempe can be utilized by craftsmen in terms of increasing income, for this reason it is necessary to have this training program so that the craftsmen have extensive knowledge about the commodities they work on

   c. Market Information Program
      This program is needed to provide information to the craftsmen in expanding the reach of distribution and marketing of their products. Information needed such as restaurants, supermarkets and strategic locations to establish cooperation to develop their business so that it will attract demand for raw materials (tempeh) to meet these consumer needs

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