International Journal of Economic Literature (INJOLE) e-ISSN: 3026-0221
Vol. 2 No. 6 June 2024, page., 1864-1871

REVENUE ANALYSIS OF THE AGUNG CLASIC ALUMINUM HOUSEHOLD INDUSTRY IN PALU CITY

Sitti Rahma
Tadulako University, Palu
sitirahmajalellu@gmail.com

Rita Suirlan *[1]
Tadulako University, Palu
arsitasuirlan88@gmail.com

Abstract

This research aims to analyze the income of glass and aluminum furniture in the Agung Class Aluminum home industry business in Palu City . This research uses qualitative research using primary and secondary data. Data collection was carried out through observation, interviews and questionnaires. The data analysis used is descriptive, namely calculating revenue, production costs and business income. The results of income analysis calculations show that the Agung Classic Aluminum household business is very profitable because the income received by farmers during one month is very large, namely IDR. 50,290,000,- per month, obtained from receipts of idr. 57,300,000,- per month minus production costs of idr. 7,010,000,-.

Keywords: Home Industry, Revenue, Costs, Income

INTRODUCTION

Industrial development in each country is at different stages, but all countries view industry as an important part of improving the economy (Shanmugasundaram and Panchanatham, 2011). In developing countries, economic and industrial development is able to provide new progress (Ofuri, 2006). The industrial sector is one sector that plays an important role in economic growth. Developments occurring in the industrial sector at this time, both large, medium, small and household industrial sectors, are starting to make the industrial sector a sector that is very popular and can develop rapidly, especially supported by the application of technology which also continues to develop, such as using equipment and machines. for the production of goods and services (Obioma and Anyanwu, 2015).

The industrial sector is expected to m become a motor for increasing economic growth and one of the sectors is small and household industry. A home industry is a small-scale business unit or company that operates in a particular industrial field (Mulyawan, 2018). Household industry is expected to play a role in solving industrial

[1] Correspondence author.

development problems in Indonesia. Because the home industry has a much better number of business units than the medium and large industrial business groups.

One of the home industries in Palu City is the glass and aluminum furniture industry, which is this type of industry processing glass and aluminum from semi-finished goods to finished goods after the production process is carried out (Akbar, et.all, 2017). Aluminum and glass are experiencing rapid development, this is indicated by the large number of items made from aluminum and glass, both for public, household and even business purposes. The rapid development of the aluminum and glass industry is caused by several factors such as wood materials which are limited and quite difficult to find, increasing residential development and residential business premises, as well as increasing public demand for goods made from aluminum and glass (Yahya, et.all, 2023).

The benefits of this industry have had a positive impact on increasing people's income because it is a source of income and is able to absorb labor, thereby reducing unemployment (Akbar, et.all, 2017). The difficulty of wooden materials will hinder the production process of wooden furniture and now people are also more aware of environmental sustainability. It is believed that people will now switch from wooden furniture to aluminum and glass furniture. The more modern model is also one of the considerations for people when choosing aluminum and glass furniture products. The aim of Agung Classic Aluminum's household business activities is to obtain large income. The size of the amount of income is determined by the results of furniture production, the costs incurred, and the prices that occur in the market. Referring to the background description, this research aims to analyze the income of the Agung Classic Aluminum home industry in Palu City.

RESEARCH METHOD

Type of research uses qualitative research based on the concept of Moleong, (2008) namely research that aims to understand the phenomena experienced by the research subjects. The location selection was carried out deliberately (*purposive sampling*) . This research data comes from primary data through direct interviews with respondents. Secondary data in the research was obtained from related agencies and literature relevant to the objectives of this research, journals, and data sourced from business owners.

The data analysis used is descriptive analysis, namely describing general situations or events regarding the production process in the Agung Classic Aluminum industry. Revenue can be calculated using the following formula (Sukirno, 2011):

$$\boldsymbol{TR = P.Q}$$

Information :

TR = Total revenue (Total revenue)

P = Production price

Q = Production quantity

Total costs can be calculated using the following formula (Sukirno, 2011):

$$\boldsymbol{TC = FC + VC}$$

Information :

TC = *Total cost* (Total Cost)

FC = Fixed costs (Fixed costs)

VC = Variable costs (Total costs)

Business income is calculated using the formula (Sukirno, 2011):

$$\boldsymbol{\pi = TR - TC}$$

Information :

π = Income

TR = Total Revenue (Total Revenue)

TC = Total Cost (Total Cost)

RESULT AND DISCUSSION

Analysis of Acceptance of the Agung Classic Aluminum Home Industry

Revenue is the multiplication of the production obtained by the selling price of the production concerned. The more production that is sold, the greater the revenue that will be obtained. Data regarding the revenue of the Agung Classic Aluminum home industry shows that the total revenue obtained from production is multiplied by the production price.

Total revenue can be determined using the following formula:

$$\boldsymbol{TR = P.Q}$$

$\boldsymbol{TR}$ (total receipts) = idr. 2,330,000,- ×27 items

= idr. 62,910,000,-

So the total revenue obtained by the Agung Classic Aluminum home industry in a month is idr. 62,910,000,- per month

Based on the calculation results above, the Agung Classic Aluminum home industry produces 27 finished goods in a month multiplied by the production price, resulting in idr. 62,910,000,- in a month.

Analysis of Production Costs for the Agung Classic Aluminum Home Industry

Production costs are costs related to making goods and providing services. According to Mulyadi (2009), production costs are the costs incurred to process raw materials into finished products that are ready to be sold. Production costs in the Agung Classic Aluminum home industry are fixed costs and variable costs.

Fixed cost

Fixed costs are costs that are incurred periodically and the amount is always constant or fixed, not affected by the size of the business volume or business processes that occur during that period. Fixed costs can also be referred to as operational costs (Assegaf, 2019).

Fixed costs in the Agung Classic Aluminum home industry include taxes, employee salaries, depreciation and electricity. The number of fixed costs in the Agung Classic Aluminum home industry can be seen in table 1.

Table. 1 Average Fixed Costs of Production for the Agung Classic Aluminum Home Industry

No	Types of Fixed Costs	Amount per month
1	Tax	idr. 300,000,-
2	Employee salary	idr. 2,500,000,-
3	Tool depreciation	idr. 200,000,-
4	Electricity	idr. 900,000,-
	Total	idr**. 3,900,000,-**

The table above shows that the average fixed costs incurred in the Agung Classic Aluminum home industry are idr. 3,900,000,-.

Variable Costs

Variable costs are costs that change proportionally to business activity. Variable costs are the sum of marginal costs over all units produced. This can also be considered a normal cost (Assegaf, 2019). The average variable costs incurred by the Agung Classic Aluminum home industry in a month are shown in table 2.

Table 2. Average Variable Costs Incurred by the Agung Classic Aluminum Home Industry

No	Types of Variable Costs	Total Qty	Price	Amount
1	STRIP PLATE ½ CA	10	idr. 15,000,-	idr. 150,000,-
2	8 MM PG AL PIPE	10	idr. 27,000,-	idr. 270,000,-
3	SHOWCASE U 12 PG HP	2	idr. 195,000,-	idr. 390,000,-
4	SHOWCASE U 12 CA INK	2	idr. 180,000,-	idr. 360,000,-
5	SPECIAL POLE 1 X 1 PG HP	3	idr. 115,000,-	idr. 345,000,-
6	SPECIAL POLE 1 X 1 BR HP	3	idr. 115,000,-	idr. 345,000,-
7	SPIKOT HP	5	idr. 70,000,-	idr. 350,000,-
8	HOLLOW BOX 1 X 1 ½ BC PG	3	idr. 100,000,-	idr. 300,000,-
9	HOLLOW BOX 1 X 1 PG INK	3	idr. 100,000,-	idr. 300,000,-
10	HOLLOW BOX 1 X 1 BR INK	3	idr. 100,000,-	idr. 300,000,-
	Total			idr**. 3,110,000,-**

The table above shows that the average variable costs incurred in the Agung Classic Aluminum home industry are idr. 3,110,000,-.

Total Cost of Agung Classic Aluminum Home Industry

Total production costs can be calculated using the following formula:

$$\boldsymbol{TC = FC + VC}$$

$\boldsymbol{TC}$ (total cost) = idr. 3,900,000,- + idr. 3,110,000,-

= idr. 7,010,000,-

So the total costs incurred by the Agung Classic Aluminum home industry in a month are idr. 7,010,000,-

Based on the calculation results above, the Agung Classic Aluminum home industry incurs production costs of idr. 3,900,000,- fixed costs plus variable costs of idr. 3,110,000,- then the total costs incurred are idr. 7,010,000,- per month.

Income Analysis of the Agung Classic Aluminum Home Industry

Income is the difference between total revenue and all total costs, where revenue is the product of production and selling price. One of the factors that influences income is the production price. The higher the production price, the higher the income that will be obtained.

Total income can be determined using the following formula:

$$\boldsymbol{\pi = TR - TC}$$

$\boldsymbol{\pi}$ (income) = idr. 57,300,000,- – idr. 7,010,000,-

= idr. 50,290,000,-

So the total income earned by the Agung Classic Aluminum home industry in a month is idr. 50,290,000,- per month

Based on the results of income calculations, the average income received by the Agung Classic Aluminum home industry is idr. 50,290,000,- per month. A more detailed description of the income calculation for the Agung Classic Aluminum home industry is described in the following table.

Table 3. Calculation of Average Income for the Agung Classic Aluminum Home Industry

No.	Description	Mark
1.	**Total Receipts**	**idr. 62,910,000,-**
	a. Production of goods	27 items
	b. Price per unit	idr. 2,330,000,-
2.	**Total Production Costs**	**idr. 7,010,000,-**
	a. Fixed cost	
	- Tax	idr. 300,000,-
	- Employee salary	idr. 2,500,000,-

	- Electricity	idr. 900,000,-
	- Tool depreciation	idr. 200,000,-
	Total	**idr. 3,900,000,-**
	b. Variable Costs	
	- STRIP PLATE ½ CA	idr. 150,000,-
	- 8 MM PG AL PIPE	idr. 270,000,-
	- SHOWCASE U 12 PG HP	idr. 390,000,-
	- SHOWCASE U 12 CA INK	idr. 360,000,-
	- SPECIAL 1 X 1 PG HP POLE	idr. 345,000,-
	- SPECIAL POLE 1 X 1 BR HP	idr. 345,000,-
	- HP SPIKOT	idr. 350,000,-
	- HOLLOW BOX 1 X 1 ½ BC PG	idr. 300,000,-
	- HOLLOW BOX 1 X 1 PG INK	idr. 300,000,-
	- HOLLOW BOX 1 X 1 BR INK	idr. 300,000,-
	Total	**idr. 3,110,000,-**
3	**Income (1-2)**	**idr. 57,300,000,-**

Source: Primary data calculated again in 2024

Based on the value of income obtained, the Agung Classic Aluminum home industry can be profitable. The aim of Agung Classic Aluminum's home industry activities is to obtain large income. The size of the amount of income is determined by the results of furniture production, the costs incurred, and the prices that occur in the market.

CONCLUSION

The research conclusion is that income is very dependent on the amount of revenue and the amount of costs incurred in the production process. The greater the revenue and the smaller the costs incurred, the greater the income earned. The results of income analysis calculations show that the Agung Classic Aluminum home industry is very profitable because the income received by farmers during one month is very large.

The suggestions in the research are that it is hoped that the Agung Class Aluminum household industry will continue to maintain product quality , be able to develop more varied aluminum and glass furniture products to meet various consumer needs, and utilize information technology to expand the market, such as online marketing. . For future researchers, it is hoped that they will examine other variables such as appropriate promotion to increase business income. The limitation of this research is that it does not cover all furniture products to calculate the total price and revenue obtained for each product item.

REFERENCES

Akbar, Y. R., Aqualdo, N., & Pailis, E. A. (2017). Analisis Faktor–Faktor Yang Mempengaruhi Produksi Industri Furniture Kaca dan Alumunium di Kota

Pekanbaru. *(Doctoral dissertation, Riau University).*
Arifini, K., dan Mustika, M. D. S. (2013). Analisis Pendapatan Pengrajin Perak di Desa Kamasan Kabupaten Klungkung. *E-Jurnal Ekonomi Pembangunan Universitas Udayana, 2(6), 44616.*
Artaman. (2015). Analisis Faktor-Faktor yang Mempengaruhi Pendapatan Pedagang di Pasar Seni Sukawati di Kabupaten Gianyar. *Bali: Universitas Udayana*.
Assegaf, A. R. (2019). Pengaruh Biaya Tetap dan Biaya Variabel Terhadap Profitabilitas Pada PT. Pecel Lele Lela Internasional, Cabang 17, Tanjung Barat, Jakarta Selatan. *Jurnal Ekonomi dan Industri, 20(1).*
Bangun, W. (2007). *Teori Ekonomi Mikro. PT. Rineka Cipta : Jakarta*.
Candra, I. P. Y. K., and Jember, I. M. (2019). Analisis Faktor-Faktor yang Mempengaruhi Nilai Produksi dan Pendapatan Industri Furniture di Kota Denpasar. *E-Jurnal Ekonomi Pembangunan Unud, 8(12), 2897-2926.*
George Ofuri. (2006). Contruction Industry and Economic Growth in Singapore. *Bulletin Of Indonesia Economic Studies. 6(1). pp: 63-69.*
Moleong, Lexy, J. (2008). *Metodologi Penelitian Kualitatif, Bandung: PT Remaja Rosdakarya*.
Mulyadi. (2009). *Akuntansi Biaya. Aditya Media: Yogyakarta*.
Mulyawan J.U. (2018). *Manajemen Home Industri Peluang Usaha di Tengah Krisis. Bayu Media: Yogyakarta.*
Nopirin. (2015). *Pengantar Ilmu Ekonomi Makro dan Mikro Edisi Pertama. BPFE: Yogyakarta*.
Obioma PhD, B. K. and A. U. N. (2015). The Effect Of Industrial Development on Economic Growth (An Empirical Evidence In Nigeria 1973-2013). *International Journal Of Business and Social Scienes, 4(2) pp: 127-140*.
Rahmah, N., Kaskoyo, H., Saputro, S. G., & Hidayat, W. (2020). Analisis Biaya Produksi Furnitur: Studi Kasus di Mebel Barokah 3, Desa Marga Agung, Lampung Selatan (Cost Analysis of Furniture Production: A Case Study at Mebel Barokah 3, Marga Agung Village, Lampung Selatan). *Jurnal Sylva Lestari, 8(2), 207-217.*
Samsudi dan Antara, S. M. (2016). Analisis Pendapatan Keripik Sukun pada Industri Rumah Tangga "Citra Lestari Production" di Kota Palu Sulawesi Tengah. *Doctoral dissertation, Tadulako University).*
Setiawan. (2009). *Petani, Merajut Tradisi Era Globalisasi*. (Online). (http://setiawan.blogspot.com, diakses 1.
Shanmugasundaram, S. dan N. P. (2011). Embracing Manpower for Productivity in Apparel Industri. *tion, Management and Technology. 2(3) pp: 28-36.*
Soedarsono. (1992). *Pengantar Ekonomi Mikro. LP3S: Jakarta.*
Sukirno, S. (2000). *Ekonomi Pembangunan Proses, Masalah dan Dasar Kebijakan Pembangunan. UI-Press: Jakarta*.
Sukirno, S. (2011). *Mikro Ekonomi Teori Pengantar Edisi Ketiga. PT. Raja Grafindo Persada: Jakarta*.
Sumarsono, Sony. (2007). *Ekonomi Mikro Teori dan Soal Latihan. Edisi Pertama Cetakan Pertama. Graha Ilmu: Yogyakarta*.
Yahya, L. M., Adha, M., Asril, M. N., & Firmansyah, D. (2023). Analisis Kelayakan Usaha Aluminium Dan Kaca Ditinjau Dari Aspek Produksi Dan Pemasaran (Studi Kasus

Toko Ma Kaca dan Aluminium Padang Panjang). *Sebi: Studi Ekonomi dan Bisnis Islam, 5(2), 79-87.*