

MAXIMIZE THE D'JORA KITCHEN MEATBALLS STALL BUSINESS IN INCREASING INCOME

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Abstract-The purpose of this research is to find out how to maximize the D'Jora Kitchen meatball stall business in increasing income. The research method used is qualitative research. The research is descriptive, describing the driving factors, the advantages of the D'Jora Kitchen meatball stall business in increasing income. Data collection techniques, through field studies carried out using observation, interview and documentation techniques. Data sources, namely: primary and secondary data. Data analysis, namely the process of systematically searching and compiling data obtained from the results of observations, interviews, field notes, and other materials so that they can be understood and the findings can be informed to others. The results of the research indicate that in maximizing its efforts to increase income, it is known four benefit values, namely: size and variant benefits, service benefits, location benefits, time benefits. The benefits of size and variants can increase income. So the D'Jora Kitchen meatball business has four types of meatball sizes and variants, namely small, medium, tendon meatballs, and quail egg filled meatballs. Mrs. MF's motto is that the consumer is king. Mrs. MF's desire to get a lot of customers, then must have a good service method. The success of the D'Jora Kitchen meatball business is greatly influenced by many factors, one of which is determining the right location before the business is run. Mrs. MF's meatball business has a strategic location, the road is the main access for employees to go to work or go home from work

Keywords: Maximizing, Increasing, Business Income, Meatballs

I. INTRODUCTION

Meatballs are one of the processed products made from meat or fish that are very popular among various groups of people in Indonesia. The number of enthusiasts is from all walks of life, from children to adults (Khoiriyah & Wening, 2018). The meatball business is one of the small industrial businesses engaged in fast food processing. The development of the fast food industry in Indonesia continues to progress, which is marked by the increasing number of industries and increasing contributions to economic growth (Kurniawan and Sadali, 2020).

Rani (2021) also said that meatballs are a food product made from meat and flour, then mixed with spices and then formed into small balls that have a delicious taste and high nutrition. This meatball product is very popular in the market and is one of the favorite foods of the Indonesian people. There are various types of meatballs with names that are adjusted to the type of ingredients, such as fish meatballs, beef meatballs, chicken meatballs (Sukiman, et al. 2022). Bakhri (2020) said that small and medium industries are able to increase their productivity by improving the regional economy.

Micro, Small and Medium Enterprises (MSMEs) as one of the priorities in economic development in Indonesia. MSME activities are one of the business sectors that are able to survive and become economic restorers in the midst of the monetary crisis in various economic sectors. Micro, Small and Medium Enterprises (MSMEs) as one of the priorities in economic development in Indonesia. MSME activities are one of the business sectors that are able to survive and become economic restorers in the midst of the crisis and threats from competitors

The current market competition conditions are indeed increasingly tight, competition occurs in all types of businesses including competition in the meatball business. Every company must be able to survive, even must be able to continue to grow. One of the important things that need to be done and considered by every company is to maintain the satisfaction of existing customers, continue to work on new potential customers so that customers do not become dissatisfied and leave the company to become customers of other companies.

Customer satisfaction is a very important thing to maintain the existence of consumers to continue running a business or company. The services provided to consumers will spur satisfaction or dissatisfaction of a consumer with the services provided. In providing services that aim to provide satisfaction to consumers, there are several things that are taken from the benefits, namely consumer trust because consumers assess the quality of the product with what consumers see and understand. Consumers get maximum value from their purchases and allow consumers to quickly and easily use all the benefits of the products they buy. The benefits of products and services provided to consumers must lead to increased consumer loyalty. Consumer loyalty is driven because consumers are satisfied with the products they buy.

Before thinking about how much real profit can be obtained and how to get it through the meatball business activity, it is

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necessary to understand and study in full the factors that can affect the success of the meatball business. This is important to understand first, because many people assume that just because of a lack of money or capital, the hope of making a profit is hampered. The success or failure of a business activity basically does not depend on the size of the business, but is more influenced by how to manage it.

The success of a business depends on ideas, will, opportunities, business people and capital. Business people must be able to create new ideas in order to provide more value to consumers. In addition, business people must also be able to see growing business opportunities.

However, the problem is that the potential of the business has not been utilized optimally, there are several factors that influence the success of the business, such as the location of the meatballs which is far from the reach of consumers, the brand is not so well known or popular. This situation still has a big influence on the progress and development of the meatball business which results in a low level of success of the meatball business. Thus, from this background, the researcher is interested in conducting research on the production process of the meatball business, the driving factors of the meatball business production and the advantages of the D'Jora meatball stall business in maximizing income.

II. RESEARCH METHODS

The research method used is qualitative research. Qualitative research is research that is rooted in the natural setting as a whole, relies on humans as a research tool, utilizes qualitative methods, is descriptive, prioritizes the process rather than the results, limits the study with a focus, has a set of criteria to check the validity of the data, the research design is temporary, and the results of the research are agreed upon by both parties, both researchers and research subjects. Data collection techniques through a field study where a major step in conducting research because the main purpose of this research is to obtain data. Researchers use several types of methods, namely: Observation, Interviews and Literature Studies. Data Sources, namely primary and secondary data. Data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and other materials so that they can be understood and their findings can be informed to others. Data analysis method, namely: the data analysis method used in this study is the inductive method. The inductive method is a method used to present facts or realities from specific to general, namely by explaining the results of research on the production mechanism of meatball businesses in increasing income.

III. DISCUSSION

A. MSMEs Bakso D'Jora Kitchen in Increasing Revenue

MSME,s D'Jora Kitchen is a business engaged in the food sector. MSME,s D'Jora Kitchen has one of the businesses engaged in the production of meatballs and sells ready-to-eat meatballs, with a mixture of soup, noodles and beef tendon. This business has been running since 2016 in Manado City by Mrs. MF. Meatball production activities are economic activities carried out to increase the selling value of an object or create objects so that they are useful and can increase family income.

Mrs. MF revealed that the idea of producing and selling ready-to-eat meatballs was initially just a trial. Initially, there was an event at home and then she tried to make her own meatballs. It turned out that the guests who consumed it were happy because the meatballs they ate tasted good, from there the idea came to sell meatballs.

The idea of selling D'Jora Kitchen meatballs by Mrs. MF was initially just a trial. In order to increase family income, Mrs. MF tried to produce and sell meatballs that were ready to serve. What if there was no meatball production? Then consumers would not be able to enjoy delicious meatball dishes. Everyone can do this opportunity and chance. Where in today's era, not everyone is able to meet their own needs. Production and consumption are a chain that cannot be separated because they need each other. In the production process, producers change various production factors into goods and services. Based on their relationship to the level of production, production factors are divided into fixed and variable production factors according to needs, in line with what Mrs. MF expressed.

The meatball production process remains the same, carried out every day. However, on certain days the meatball production is made more than usual.

Fixed production is a production factor whose amount of use is always fixed. This means that production is always fixed because there are no specific events. While the amount of use of production factors changes depending on the level of production, the more demand, the greater the amount of production, usually occurs when there are specific events.

Mrs. MF said that as a seller, I must be able to know the purchasing power of consumers so that the meatballs produced do not exceed, which results in a decrease in the quality of the meatball taste.

Mrs. MF in maintaining the quality of meatballs always pays attention to the production date and expiration date, the aim is to maintain the quality of the meatball taste so that it remains delicious.

Mrs. MF said that as a meatball business manager with several years of experience, I have been able to detect regular consumers and also sudden consumers.

Mrs. MF with her several years of experience in running a meatball business has been able to identify regular customers and sudden customers. In addition, in designing a business activity, there are several things that also need to be considered, namely: a). consumer purchasing power, b). choosing a place of business and c). designing a business layout. 1). Consumer purchasing power, as a business owner must be able to detect consumer purchasing power by determining the amount of production of goods needed by the market in a certain period of time. For this reason, there are several activities that need to be done, namely collecting data on customer needs, surveys on the size of the market and competition faced in the market, and consultations if necessary, asking for help from people who have the ability to see business prospects in marketing their goods. And be able to plan the size of production, both in the long and short term. 2). Choosing a place of business, choosing a place of business first and considering the costs that will be incurred. 3). Designing a business layout, designing the location and administration is very important so that consumers feel comfortable enjoying the atmosphere of their meal.

Mrs. MF said that in this meatball business, there needs to be perseverance, precision, skill and hard work in managing the meatball business.

Mrs. MF's statement illustrates that the success of a meatball business requires perseverance, precision, skills, and hard work, this is very important. Perseverance, precision, skills, and hard work are not enough, they must also be supported by other factors that help the success of the meatball business, namely knowledge, promotion, skills, sufficient manpower, funding, taste, pricing, public purchasing power and the most important thing is a strong desire to increase income.

Mrs. MF said that to increase income, I have to be creative in making meatballs to increase the selling value.

So, in the production mechanism to increase the income of the meatball business, each business must be creative to add sales value to goods and services. In adding the sales value of goods and services, four benefits are known, namely:

Benefits of Size and Variants

What is meant by measurement value, namely in carrying out the production process, is changing the size of an item so that the item has economic value.

Mrs. MF said that to increase consumer appeal, the size and variety of meatballs are very important. Consumers like to see meatballs that vary even though the taste is almost the same. The size and variety added can increase revenue.

In the D'Jora Kitchen meatball business, Mrs. MF understands that adding size and variants can increase income. So the D'Jora Kitchen meatball business has four types of meatballs from small, medium, tendon meatballs, and quail egg filled meatballs. Previously, Mrs. MF's meatball business had not implemented this, because her understanding was still very simple in increasing income by changing meatballs or making various types of meatballs. Initially, MF's meatball business only sold one type of meatball, namely small meatballs. From the results of the explanation above, the researcher concluded that Mrs. MF's meatball business now has better thinking in increasing meatball sales. The way to attract consumer interest is by maximizing the expertise of various employees to process meatball raw materials with other raw materials so that the resulting meatballs can add economic value. Meanwhile, the previous D'Jora Kitchen meatball stall also continued to apply the clean trade concept, where Mrs. MF maintained the quality of the raw materials and taste, the rest left it up to consumers whether or not to buy at that place. In increasing the selling value of goods and services, four benefits are known, namely: service benefits, location benefits and time benefits.

Benefits of Service

The benefit of service is a production activity that provides the best service.

Mrs. MF said that service to consumers must be the best because consumers are kings and are the givers of fortune. Consumers trust our service, then sales will automatically increase.

Mrs. MF's motto is that the customer is king. Mrs. MF's desire to get a lot of customers, then must have the right way and strategy. because each meatball UMKM has different ways and strategies. The use of these methods in marketing science is called a marketing strategy. If a company does not determine the right marketing strategy, the meatball business cannot run well, and cannot develop. Marketing strategy is marketing that tries to plant its business and products in the minds of customers

The owner of the meatball business, Mrs. MF, considers having the skills and knowledge in processing meatballs to be an advantage in itself, so they dared to start a business, and have a strong desire to change their fate by selling meatballs according to their skills and knowledge.

This excellent service is then utilized by Mrs. MF's meatball business to turn the services she has into a fortune in increasing income. From the results of the explanation above, the researcher concluded that the owner's ability to maximize the expertise and services she has in processing meatballs so that they have a delicious taste, and have been maintained until now, has made this business able to increase income. The quality, taste and service provided to consumers, so that consumers who have tasted meatballs from this meatball business will continue to shop there because they are consistent in maintaining the quality, taste and service of the meatball business.

Location Benefits

Mrs. MF said that strategic business locations are very important. However, it also needs to be supported by transparency, halal and healthy competition.

The success of the D'Jora Kitchen meatball business is greatly influenced by many factors, one of which is determining the right location before the business is run. This also applies to micro/small scale businesses. Determining the placement or location of a business is indeed not easy, many other factors influence the success of the Location strategy. Mrs. MF's meatball business has a strategic location, the road is the main access for employees who want to work or go home from work. Day, afternoon, or night, this business must be often passed by many people and not a few people who go home from work stop to buy meatballs at Mrs. MF's meatball stall. D'Jora Kitchen meatball stall is a place where people pamper the appetite of consumers. The business principles that Mrs. MF always holds are: transparent in trading, the goods to be sold are guaranteed halal, and compete healthily. From the results of the explanation above, the researcher concluded that this business was right in making the decision to choose a business location because many people often pass through the highway.

Benefits of Time

The benefit of time is a production activity that utilizes a certain time. So the function of the benefit of time here is to collect production results according to what has been calculated, then resell little by little, something like this is not a hoarding activity because the use of time here still sells production results so that consumers can meet their life needs but the scale is small, later in a certain time that has been calculated will be sold on a large scale

Mrs. MF said, I provide more meatballs than usual on certain occasions (events), so that the quality of the meatballs is maintained.

Mrs. MF's meatball business from her selling experience has understood busy and quiet times. For example, when Monday-Saturday production is normal, but when there is an order, production will be more, such as birthday events, weekly worship and so on. Likewise, in the rainy season according to employees of Mrs. MF's meatball business, "usually when the rainy season comes on holidays, demand for meatballs will increase. That's where Mrs. MF gets a decent profit. From the results of the explanation above, the researcher concluded that the benefits of time will affect the income of a meatball business.

Analysis of Maximizing D'Jora Meatball Business in Increasing Income

In a business, it is necessary to include business principles, namely: first, the customer is king, which is a business principle that always maintains customer satisfaction. To implement this principle, honesty and fairness in carrying out business contracts. Likewise with Mrs. MF's meatball business, this business always maintains the quality of the raw materials of the meatballs themselves so that consumers are satisfied. Second, transparency, namely the principle of honesty and openness in business is the key to success. Transparency to consumers is when a producer is open about quality, quality, composition, and others so as not to endanger and harm consumers. This principle is also applied to Mrs. MF's meatball business, consumers who shop can see directly the meatballs that will be served. In addition, when her customers ask about the composition of the meatball business, Mrs. MF will kindly tell them all the composition of the meatballs being sold.

In maximizing the meatball business in increasing the income of the D. Jora Kitchen meatball business, it is supported by: 1). 4 employees so the work is more structured. 2) In serving consumers, Mrs. MF's meatball business can be said to be very agile. 3) Its strategic location because it is on the side of the road and close to other businesses, most of its consumers are private and civil servants. 4) Mrs. MF's meatball business always maintains the cleanliness of its place during opening hours so that consumers feel comfortable shopping there

Judging from the behavior of Mrs. MF's meatball business, she has implemented business principles, namely transparency and honesty because it is impossible for this business to have many consumers if it only relies on the taste of the meatballs sold. Mrs. MF's meatball business in increasing its meatball business income is clearer in its sales results because it has sufficient workers so that it can increase its income. If you look at the production factors according to the theory that can maximize the D' Jora Kitchen meatball business in increasing income, among others: capital, labor, and location.

In its function, capital as a provider of other production factors so that they can function properly. And if you want a business to increase production results, strong capital is the key because with this strong capital it will affect the value of each other production, such as labor, place, technology. in the meatball business. Mrs. MF started her business using her own capital, of course her production was not as much as now because her capital was small, because of her perseverance, Mrs. MF was able to collect money to build a meatball stall. From the explanation above, the researcher concluded that Mrs. MF already had a business mentality in her by utilizing the smallest capital to get maximum profit, this is expected to be maintained so that this business can grow rapidly.

One of the production factors that helps Mrs. MF in producing and marketing goods or services in order to achieve the specified target is labor or employees. Here, Mrs. MF's meatball business employs its employees by inviting close relatives of the business owner, later the employees will be taught how to produce and serve it in a friendly and attentive manner. From the explanation above, the researcher concludes that this meatball business has applied economics, because it has been able to provide sustenance for others by providing jobs and training the skills of its employees.

The location here is a "place" because how can a business sell goods or services if it does not have a place. A place to produce and a place to sell the results of production. Choosing a strategic location that is often passed by many people is an important thing to consider so that when building a business there is no difficulty in marketing its merchandise. Mrs. MF's meatball business has implemented this, choosing to open a meatball stall on the side of the road, and the road where the meatball stall is opened is on the main road that is often passed by people going to and from work. From the explanation above, the researcher sees that Mrs. MF's meatball stall business has made the right decision to open a business in its current location, because consumers can easily reach the stall and the stall has also prepared a clean and comfortable place.

IV. CONCLUSION

Based on the results of the research that have been analyzed in the previous chapter, the following conclusions can be drawn: Micro, Small and Medium Enterprises of D'Jora Kitchen meatballs in maximizing their efforts to increase income, there are four known benefits, namely: size and variant benefits, service benefits, location benefits, time benefits. The benefits of size and variants can increase income. So the D'Jora Kitchen meatball business has four types of meatball sizes and variants, namely small, medium, tendon meatballs, and quail egg filled meatballs. Service benefits, Mrs. MF's motto is that the consumer is king. The marketing strategy carried out by Mrs. MF is trying to instill her business and products in the minds of customers through the taste of delicious meatballs and friendly service. The success of the D'Jora Kitchen meatball business is greatly influenced by many factors, one of which is determining the right location before the business is run. Mrs. MF's meatball business has a strategic location, the road is the main access for employees who want to work or go home from work. Mrs. MF's meatball business from her selling experience already understands busy and quiet times. When it's busy, that's when Mrs. MF gets a decent profit. From the results of the above presentation, the researcher concluded that the benefits of time will affect the income of a meatball business.

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