Analysis of business differences in the tempe industry in the city of Surakarta

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Abstract. The purpose of this study was to identify the business performance of the tempe industry and to analyze the tempe industry in Surakarta. The basic method in this research is method explorative. Data retrieval apart from census technique was also carried out through in-depth interviews with several key informants using snow ball technique. The research location was determined purposively. Types of data consist of primary data and secondary data. The method of data analysis used analytical descriptive analysis, explaining and analyzing descriptions of the business performance of the tempe industry.
The results showed that most of the sources of capital for tempe-making business come from their own capital. Based on the results of the study, the total cost of one month incurred by tempe craftsmen is Rp. 26,096,657. The average tempe production for one month produces 40,529 tempe. The amount of monthly revenue for the tempe industry is IDR 28,779,571.00 so that the business profit in one month is IDR 2,709,914.00. Suggestions given based on the results of this study are that the producers of the tempe industry increase tempe production, so that higher business profits can be obtained, producers optimize promotions by utilizing social media continuously.

1. Introduction

1.1. Background

The development of MSMEs in Indonesia is quite rapid, ddata from the Ministry of Cooperatives and MSMEs shows that the scale of MSMEs in Indonesia reaches 99% of all business units in Indonesia. From this data, there are 41,000 medium-sized business units, 546,000 small business units, and 52,000,000 micro business units. Conditions in Central Java Province indicate that in 2010, non-oil and gas exports of around 40% of total exports came from MSMEs. Meanwhile, data from Bank Indonesia Solo in 2010 shows that the number of MSMEs, especially in the SOLORAYA area, is 557,735 business units, which are as follows: Solo City with 85,319 units, Wonogiri Regency 81,505 units, Sukoharjo Regency 52,000 units, Klaten Regency 89,468 units, Boyolali Regency with 86,069 units, Sragen Regency with 120,084 units, and Karanganyar Regency with 43,290 units. The data on the number of MSMEs shows that the potential for MSMEs in terms of the number of business units is very potential, but in terms of quality and export potential is still inferior to large businesses. This shows that the large potential of MSMEs is not supported by the conditions of MSMEs internally or externally. The internal condition of MSMEs can be shown by simple management (family management), low quality of human resources (HR), quality of products that are not competitive, weak access to information and technology, and weak access to capital. This condition will cause MSMEs to have weak competitiveness, against large businesses, especially in management, human resources, access to information and technology, and capital. The development of MSMEs today is very rapid, especially MSMEs in the culinary field, in the Solo Raya area,

The development of tourism trends today is what is called culinary tourism (Saeroji and Wijaya, 2017). Food is used as tourism because the term wosata according to Suwantoro (2004) is something that cannot be moved, but tourists must come to visit if they want to enjoy the food they want, so a new term is born, namely culinary tourism. The character of culinary tourism according to Suriani (2009) emphasizes the experience of a tourist in enjoying the food or drink he consumes.

The idea of making culinary a tourism industry is very interesting to note, because culinary tourism often uses local raw materials, so that the economic benefits will be enjoyed directly by the community around culinary tourism locations. Even Saeroji and Wijaya (2017) added that in the growing tourism industry, it is not only food that is produced, but also "bundles" of products such as how to process, how to serve, and the atmosphere of enjoying the food products sold. Thus, local governments need to plan good governance in the culinary tourism industry through various regulations, guidance and empowerment of the community.

The city of Surakarta has long been famous for its cultural city, because in this city there are 2 major kingdoms of the past, namely the Kasunanan Palace and the Mangkunegaran Palace. The adhiluhung product of the 2 kraton civilization is the many types of food as a cultural product. Saeroji and Wijaya (2017) report that culinary in the city of Surakarta is truly diverse and interesting, so it is not surprising that Surakarta is one of the main culinary tourism destinations in Indonesia. Apart from the variety and attractiveness of Surakarta's typical food and drinks, other factors that make Surakarta City chosen as a culinary tourism destination are its affordable price, taste, famous name, physical facilities and strategic location of Surakarta City. This is in accordance with the opinion of Yoeti (2008) that the considerations for culinary tourists to visit are: 1. Price 2. Tourist attractions, 3.available facilities (tourist facilities), such as transportation, telecommunications, and entertainment. 4. Ease of travel (accessibilities) such as road facilities. 5. Pre travel services and informations 6. Images of tourist destination.

Several studies related to the potential for culinary tourism in several regions concluded that each region has the potential to develop as a city for culinary tourism destinations such as Lampung (Entas, et all, 2016), Buleleng (Parma, 2012), Bandung (Oda, 2012), Gianyar Bali (Suriani, 2009), Kupang (Setiawan and Giri, 2016). The movement to invite tourists to culinary in many areas must be responded intelligently by the Surakarta City Government. Among the strategies that have been carried out are mapping the areas with their culinary flagship (Saeroji and Wijaya, 2017) and establishing food sales centers such as GladagLangenBoga (Galabo) in the Gladag intersection area.

On the other hand, the development of technology and information has given birth to various new food products (new innovations) in various regions. One of the great potentials of Surakarta City is tempe. Tempe is a native Indonesian vegetable food that has very many fans, and has even penetrated abroad. Most of the population in all regions of Indonesia knowtempe from an early age, so it is not surprising that tempe has a very large number of fans. Tempe fans have a very broad spectrum, both in terms of age and income level of fans. The acceptance of tempe as a community food can occur, because tempe is not only a side dish to accompany the daily staple food.

The tempe needs of the people of Surakarta City have now been fulfilled by the tempe industrial production in Surakarta, which amounts to 57 business units. The large number of tempe industries also shows the high competition in the marketing of tempe products. The soybean processing industry into tempe products creates jobs and provides community needs. The large number of tempe industries also shows the high competition in the marketing of tempe products and indicates that the tempe industry is one of the industries that is still needed in the city of Surakarta and has the potential to be developed.

1.2. Formulation of the problem

The number of tempe industry which is quite large, namely 57 business units in the city of Surakarta, indicates that the tempe industry is an industry that has been proven to absorb a lot of labor and increase people's income. However, the development of the number of entrepreneurs and business capacity of tempe entrepreneurs from year to year has not changed much (stagnation). The amount of income of each tempe entrepreneur is stable from time to time. This is because in addition to each tempe entrepreneur having loyal customers, there is also a lack of innovation by the tempe industry entrepreneurs. For this reason, it is necessary to identify the causes of difficulty in the development of the tempe industry.

Based on the above problems, the research questions asked are

a. How is the performance of the tempe industry in Surakarta in terms of raw materials, human resources (HR), finance, and marketing?
b. How is the analysis of the tempe industry in Surakarta?

1.3. Research Objectives and Benefits

The purpose of this study was to identify the business performance of the tempe industry and to analyze the tempe industry in Surakarta. While the benefits of this research are:

a. Information material for the Government and other related parties, related to the provision of data on the performance of the tempe industry in Surakarta.
b. Recommendations for the Government in helping to develop the tempe industry in Surakarta in a comprehensive manner.

Culinary tourism research has been carried out by many previous researchers. Most culinary tourism research focuses more on qualitative information on the existence of the typical food of an area related to the potential, identification and mapping of the typical foods of an area. Research with this objective can be found from research by Entas, et al (2016) in the Lampung region, Buleleng Regency by Parma (2012), Bandung City, West Java (Oda, 2012), Gianyar Bali (Suriani, 2009), Kupang (Setiawan and Giri, 2016).

Culinary tourism has become a strategy for several regions because culinary tourism has a domino effect as a result of the emergence of the culinary tourism industry. The domino effect referred to by the culinary tourism industry is to increase employment, absorb labor, significantly increase the community's economy and PAD (Rismiyanto and Danangdjojo, 2015). One of the weaknesses of culinary tourism in cities all over Indonesia is the unmapped systemic culinary tourism.

Research on the culinary tempe industry in the city of Surakarta is not much different from these studies. The culinary research in the city of Surakarta that is cited by many researchers is the research conducted by Saeroji and Wijaya (2017). This research produces a description of various types of typical Surakarta food and the areas where these specialties are located. This research is more oriented towards helping consumers who will enjoy the typical food of Surakarta.

A big potential that can be used as a reinforcement for the culinary tourism industry is traditional food made from tempe. Judging from the number of industries and the public's acceptance of tempe and its excellent by-products, the potential for tempe to be developed as a typical Solo food icon is wide open. Researches on tempe have been related to business analysis (Wardani, 2008; Naelis and Novindra. 2015; Parajouw, 2019), the quality of tempe products (Tanuwidjaja et. All, 1991; Astawan, et all, 2013; Purwanto and Weliana, 2018) and strategies for tempe entrepreneurs (Fatmawati, 2009; Gumelar, et all, 2015). Therefore this research was conducted to identify the business performance both in terms of raw materials, human resources, finance and marketing of the tempe industry in Surakarta.

2. Research Methods

2.1. Basic Method

The basic method used in this research is method explorative. Data retrieval apart from all tempe entrepreneurs (census technique) was also carried out through in-depth interviews with several key informants consisting of tempe entrepreneurs, Chairperson of the tempe entrepreneurs association, Industry Service, Agriculture Service, Consumers, and Academics using snow ball technique. The collected data was validated using source triangulation technique.

2.2. Determination of Research Location

The research location was determined purposively, namely the city of Surakarta. The city of Surakarta was chosen as the research location because Surakarta is famous for its main culinary tourism destination in Indonesia. In addition, the number of tempe industries in Surakarta is quite large, namely 57 industries. Potential as a culinary tourism destination and the abundance of raw materials

and consumer acceptance of tempebaik, then research on the development of the tempe industry can be used as an effort to increase the competitiveness of Surakarta as a city for culinary tourism.

2.3. Types and Resources

The types of data collected consist of primary data and secondary data. The primary data collected includes the characteristics of the tempe industry, identification of strategic factors, weighting, ranking to the formulation of the tempe industry development strategy based on the tempe industry system.

The secondary data needed is data related to the supply of raw materials, stakeholders involved in the tempe industry and other data that supports the research objectives.

2.4. *Data analysis method*

Methods of data analysis using analytical descriptive analysis, explaining and analyzing descriptions of the business performance of the tempe industry and business analysis of the tempe industry in Surakarta. Analytical descriptive method is research based on solving actual problems that exist today where the existing data is first compiled, explained then analyzed (analytical method), using survey techniques, namely research by taking a sample from a population using a questionnaire as a data collection tool which is then tabulated as a first step to perform data analysis (Singarimbun, 1995).

3. Results And Discussion

3.1 Tempe craftsman performance

3.1.1 Respondent Age

The population aged between 15-64 years is classified as productive, while the population aged 0-14 is considered unproductive and those aged over 65 are categorized as non-productive. Age will affect the tempe industry activities. The number and percentage of respondents by age group can be seen in the following table.

Table 1. Number and Percentage of Tempe Craftsmen Respondents Based on Age Groups in Surakarta City

No.	Age Group (Years)	Number of Responden (Person)	Percentage (%)
1	15-19	0	0.00
2	20-24	0	0.00
3	25-29	1	4.86
4	30-34	0	0.00
5	35-39	1	4.86
6	40-44	0	0.00
7	45-49	3	14.28
8	50-54	3	14.28
9	55-59	6	28.57
10	60-64	4	19.04
11	> 65	3	14.28
	amount	**21**	**100.00**

The number of respondents who became respondents was 21 people. Based on the table above, it can be seen that as many as 18 respondents were of productive age while the remaining 3 respondents were at unproductive age. Tempe craftsmen who are at the productive age have more energy and work spirit. The age of the respondent will affect the absorption of information and technology according to

the times. So in the productive age respondents are expected to be able to meet market tastes and use them to increase profits.

3.1.2Length of Education of Respondents

The length of education will affect the absorption of the information obtained. The higher the level of education, the easier it is to accept new knowledge. Education can influence the craftsmen's mindset in carrying out their activities. The number and percentage of respondents based on education level can be seen in the following table.

Table 2. Number and Percentage of Tempe Craftsmen Respondents Based on Education in Surakarta City

No	Level of education	Number of Respondents (people)	Percentage (%)
1.	No School / Not Completed Elementary School	2	9,52
2.	Graduated from elementary school	9	42.85
3.	Completed junior high school	3	14.28
4.	Graduated from SMA / SMK	6	28.57
5.	Completed D3 / S1 / S2	1	4.86
	Amount	**21**	**100.00**

Based on the table. It is known that of the 21 respondents most of them graduated from elementary school as many as 9 people or 42.85%. In addition, 2 respondents did not take education, which means that the level of education is still. The education obtained can be used as capital in running their business so that they can calculate the costs incurred and the benefits they get. In this tempe industry, the level of education has no real effect because in its production it does not require special skills such as formal education. Respondents learned through their previous parents, other people, and their own experiences.

3.1.3Length of Business

The business of making tempe has been known from ancient times so that people are familiar with how to make tempe. Tempe craftsmen in running their business have two reasons, namely inherited business and driven by their own business. To find out how long the craftsmen have worked, see the following table.

Table 3. Number and Percentage of Tempe Craftsmen Respondents Based on Length of Business in Surakarta

No	Long Attempt (Years)	Amount Respondents (person)	Percentage(%)
1	0-10	3	14.28
2	11-20	3	14.28
3	21-30	7	33.33
4	31-40	6	28.57
5	41-50	2	9,52
	amount	**21**	**100.00**

Based on the table above, it can be seen that most businesses have been running for 21-30 years. The majority of businesses have been running for more than 20 years. Most of the craftsmen started

their business because they continued a business that had been passed down from generation to generation and started out as craftsmen in other places and then established themselves. Although this business craftsman has a low level of education but has experience in cultivating it so that the craftsmen already understand and master the tempe industry business. Based on the length of working in the business, it is expected that in the future the respondents will be able to maintain and increase their business scale even better.

3.2 Tempe Industry Performance in Surakarta City

3.2.1 Soybean Raw Material Needs

The main raw material for making tempe is soybeans. Soybeans can be obtained from wholesalers and retailers. To find out the amount of soybeans needed each day can be seen in the following table.

Table 4. Number and Percentage of Respondents of Tempe Craftsmen per Day Based on the Need for Soybean Raw Materials in the City of Surakarta

No	Soybean Needs (Kg)	Amount Respondents (person)	Percentage (%)
1	<50	14	66.67
2	50-100	1	4.76
3	101-150	3	14.29
4	151-200	2	9,52
5	> 200	1	4.76
	amount	**21**	**100.00**

Based on the table above, 14 respondents or 66.67% only need less than 50 kg of soybeans. This is because the majority of the existing tempe business scale is still small. There is only 1 craftsman with a large enough business scale with a need for soybeans of more than 200 kg per day.

3.2.2Number of Family Members Involved

The number of family members affects the cost of living. Family members who are of a productive age, if used optimally, can become a source of labor to help business activities. The following is the number and percentage of family members involved in the tempe industry.

Table 5. Number and Percentage of Tempe Craftsmen Respondents Based on Number of Family Members Involved in Production in Surakarta City

No	Involved Family Members	Amount Respondents (person)	Percentage (%)
1	1	3	14.28
2	2	13	61.90
3	3	3	14.28
4	4	2	9,52
	amount	**21**	**100.00**

Based on the table above, the number of members involved is at most 2 people, namely 13 respondents (61.90%). The more labor is used, the faster the activity can be completed. The more workers involved can reduce production costs, especially reducing the cost of labor from outside the family. Family members who are involvedin this business are usually the nuclear family such as wife or grandmother, while other family members such as children work in other fields or are still studying.

3.2.3Soybean Raw Material Procurement, Distribution and Payment System

The raw material used for making tempeh is soybeans. The soybean used is Bola Hijau variety. Procurement of raw materials, procurement systems, and payment methods for raw materials can be seen in the following table.

Table 6. Procurement, Distribution and Payment Methods for Soybean Raw Materials in Making Tempe in Surakarta City

No.	Involved Family Members	Number of people	Percentage (%)
1.	Procurement System		
	a. For 1x production	10	47.62
	b. For> 1x production	11	52.38
	amount	**21**	**100**
2.	Method of Distribution of Materials Baku		
a. Delivered		3	14.29
b. Taken Alone		18	85.71
amount		**21**	**100**
3.	Payment method		
a. Cash in advance		20	95.24
b. Cash on back		1	4.76
	amount	**21**	**100**

Based on the table above, it is known that 11 out of 21 respondents procured more than one production, while the remaining 10 people bought soybeans every day for one production. The method of distribution of raw materials is that 3 people are delivered due to a large enough purchase, while the remaining 18 respondents are taken by themselves even though they make purchases for more than once production.

3.2.4 Sources of Business Capital (Business Finance)

To run a business requires capital either from own capital or loans. Loan capital can be obtained from neighbors, relatives, banks / institutions, cooperatives, and other traders. This can be seen in the following table.

Table 7. Sources of Capital for Household Scale Tempe Craftsmen in Surakarta

No.	Involved Family Members	amount(person)	Percentage
1.	Owner's equity	19	90.47
2.	Borrowed Capital	2	9,53
	amount	**21**	**100.00**

Based on the table above, it can be seen that the source of capital for tempe-making business mostly comes from own capital, namely 19 people or 90.47%. This is because the capital needed for the tempe business is not too large. Meanwhile, 2 craftsmen or 9.53% borrowed capital from neighbors, banks, and cooperatives.

3.3Analysis of Tempe Industry in Surakarta City

3.3.1 Cost

Cost is something that must be spent by the craftsman for the sustainability of his business activities. Costs consist of variable costs and fixed costs. The variable cost size follows the amount of production, the more production the variable costs will also increase. The variable costs required include the cost of raw materials, supporting materials, transportation and labor. The types and amounts of variable costs incurred each month can be seen in the following table.

Table 8. Average Variable Costs in the Tempe Industry in Surakarta City in July 2020

No	Variable Costs	Average (IDR / Month)	Percentage (%)
1	Material Costs Baku	17,061,407	66.96
2	Material Costs Helper	2,154,286	8.46
3	Transportation costs	341,714	1.34
4	Labor Costs Work	5,921,429	23.24
	amount	**25,478,836**	**100**

The table above shows that the variable costs incurred by respondents in July 2020 were 25,478,836. The cost of raw materials is the largest cost incurred by tempe craftsmen,amounting to IDR 17,061,407 or 66.96%. Raw material costs include the cost of purchasing soybeans, yeast, and starch. Assistance costs include packaging and fuel costs.

Fixed costs are costs whose amount is always fixed even though there is an increase in the amount of production. Fixed costs in the tempe industry in the form of equipment depreciation costs, electricity costs, capital interest. The types and amounts of fixed costs can be seen in the following table.

Table 9. Average Fixed Costs in the Tempe Industry in Surakarta City in July 2020

No	Variable Costs	Average (IDR / Month)	Percentage (%)
1	Cost of depreciation	146,339	23.69
2	Cost Electricity	341,714	55.31
3	Capital Interest	129,768	21
	Amount	**617,821**	**100**

Based on the table above, it shows that the total fixed costs incurred in July 2020 amounted to IDR 617,821.00. The amount of electricity costs is greater than the depreciation cost and capital interest. The tempe business requires electricity for breaking soybeans, so it requires large electricity costs.

Table 10. Average Total Costs in the Tempe Industry in Surakarta City in July 2020

Type Total Cost		Total Cost (IDR / month)
Variable Cost (IDR / month)	**Fixed cost (IDR / month)**	
25,478,836	617,821	26,096,657

Based on the table above, it can be seen that the total cost of one month incurred by tempe craftsmen in Surakarta is IDR 26,096,657.00 with a variable cost of IDR 25,478,836.00 and a fixed cost of IDR 617,821.00. Variable costs include costs for raw materials, costs for supporting materials, costs for labor, packaging costs, and transportation costs, while fixed costs consist of depreciation costs for equipment, electricity costs and business capital costs. The biggest costs incurred are variable costs, namely the cost of soybeans.

3.3.2 Reception

The acceptance of the tempe business craftsman is the multiplication of the total production and the price per product unit. The amount of production and average revenue of the tempe industry in Surakarta can be seen in the following table.

Table 11. Acceptance of the Tempe Industry in Surakarta in July 2020

Average ProductionPer Month (unit)	Average Unit Price (Rp)	Revenue (Rp / month)
40,529	710	28,779.57

Based on the table above, it can be seen that the average tempe production for one month produces 40,529 tempe with an average price per pack of IDR 710.00. From the average production and the average unit price, it can be seen the amount of revenue per month. The amount of monthly revenue from the tempe industry in Surakarta City in July 2020 is IDR 28,779,571.00.

3.3.3 Advantage

The profit earned by a craftsman is the difference between the total revenue earned and the total cost incurred. The average profit received by tempe businessmen can be seen in the following table.

Table 12. Advantages of the Tempe Industry in Surakarta in July 2020

Reception (IDR / month)	Total Cost (IDR / Month)	Profit (Rp / month)
28,779,571	26,069,657	2,709,914

Based on the table above, it is known that the profit of tempe craftsmen in one month is IDR 2,709,914.00 with a total income issued of IDR 28,779,571.00 and a total cost of IDR 26,069,657.

4. Conclusion

The conclusions of this study are described as follows:

a. Analysis of the performance of the tempe industry in Surakarta, including the aspects of raw materials, human resources (HR), finance, and marketing, as follows: a) Most of the tempe entrepreneurs only need less than 50 kg of soybeans. This is because the majority of the existing tempe business scale is still small. There is only 1 craftsman with a large enough business scale with a need for soybeans of more than 200 kg per day. Most of the respondents procure more than once production, while others buy soybeans every day for one production. The distribution method for most of the tempe producers is taken by themselves even though they make purchases for more than once production. b) Most of the sources of capital for tempe-making business come from own capital, because the capital needed for tempe business is not too large.
b. Analysis of the tempe industry in the city of Surakarta. Based on the results of the study, it shows that the total cost of one month incurred by tempe craftsmen in Surakarta is IDR 26,096,657.00 with variable costs of IDR 25,478,836.00 and fixed costs of IDR 617,821.00. The average tempe production for one month produces 40,529 tempe with an average price per pack of IDR 710.00. From the average production and the average unit price, it can be seen the amount of revenue per month. The amount of monthly revenue from the tempe industry in Surakarta City in July 2020 is IDR 28,779,571.00. So that the business profit in one month is Rp. 2,709,914.00.

5. Suggestion

The suggestions given based on the results of this study are:

a. Tempe industrial producers increase tempe production, so that higher business income can be obtained, so that higher tempe business profits can be obtained.
b. Producers optimize promotions by continuously utilizing social media, so that the tempe produced is better known by the public, so that sales can increase.
c. Tempe producers optimize tempe production while maintaining better quality standards of tempe, so that the price of tempe can be relatively stable, even high.

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