

# Survey of Leading Products of Weaving Fabric of SMEs in Sukarara Village, Jonggat District, Central Lombok Regency

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## Survey of Leading Products of Weaving Fabric of SMEs in Sukarara Village, Jonggat District, Central Lombok Regency

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### ABSTRACT

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This study aims to analyze the production costs and efficiency of the woven fabric business of Micro, Small and Medium Enterprises in Sukarara Village, Jonggat District, Central Lombok Regency. The research method used is quantitative and qualitative research methods, where the determination of respondents is carried out purposively.

Agroindustry as one of the subsystems that need to be developed in agribusiness, because it has the potential to encourage high economic growth. The income of the weaving agroindustry in Jonggat District, Central Lombok Regency has an average income of Rp. 4.720,000. The value of the R/C ratio in the Woven Fabrics agroindustry in Jonggat District is more than one. This figure shows that the Woven Fabric Agroindustry Business in Jonggat District, Central Lombok Regency is feasible to run.

To increase the production and income of the woven fabric business in the future, further research is needed for the development of traditional weaving activities and efforts to improve superior agro-industrial products/woven fabrics in Sukarara village, Jonggat district, Central Lombok district.

### Keywords:

Survey of Leading Products. Weaving Fabric of SMEs, In Sukarara Village

### INTRODUCTION

#### 1.1. Background

Agroindustry proposed by Austin (1992) is a company that processes materials of plant and animal origin. Processing includes transformation and preservation through physical or chemical changes, storage, packaging and distribution. The agro-industrial system consists of 4 (four) related subsystems, namely; production chain subsystems, policy subsystems, institutional or institutional subsystems, and distribution and marketing subsystems.

Weaving handicraft industry or what is commonly called sasak people as Songket is a household industry that has certain characteristics such as generally where you live and work are combined into one as a place of business. Sasak traditional weaving business in Central Lombok Regency is a hereditary business carried out by women, Darma is one of the guides in the weaving handicraft industry briefly tells why

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this weaving habit can still survive today and make a typical Lombok songket cloth. So, if it used to be, it was required for women to be able to weave, because in sukara village if you can't weave it below can get married and it happens in order to preserve the culture here, Darma told Tribunnnews Of course also because weaving is a traditional industrial heritage of Lombok. Named weaving or Songket, because the manufacturing process, techniques, equipment and equipment are still very simple and traditional.

Sukarara village is one of the weaving centers on the island of Lombok. This village is located in Jonggat District, Central Lombok Regency, which is a village that is famous for its traditional weaving crafts. Seongket fabric in Sukarara has its own characteristics with different designs and motifs. Most frequently used motifs are motifs of birds, plants, animals, symmetrical lines, zigzags, differently arranged quadrangles, intermittent intervals, combinations and degradation.

One way to introduce this weaving craft to consumers is to allow them to try directly how to make songket cloth for free. The existence of traditional weaving crafts Lombok has been around for quite a while. This village is known to be one of the tourist attractions by tourists both local and foreign. The

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manufacture of woven fabrics in sukarara village still uses traditional methods and tools and does not use machines.

**Table 1. Number of MSME Household Industries in Jonggat District in 2021**

No	Uraian	Jumlah	Persentase
1	Industri Olahan Makanan	6	24%
2	Industri Olahan Non Makanan	19	76%

From the table above, it can be concluded that the percentage of people who run Micro, Small and Medium Enterprises (MSMEs) in the non-food processed industry sector is more dominated than the percentage of people who run Micro, Small and Medium Enterprises (MSMEs) in the food processed industry sector 24% while the non-food industry 76%.

### 1.2. Problem formulation

- 1) How Big is the Product Produced by Micro, Small and Medium Enterprises of Woven Fabrics in Sukarare Village, Jonggat District, Central Lombok Regency
- 2) What are the production costs and income earned by woven fabric craftsmen in Sukarare village.
- 3) What is the Prospect of the Woven Fabrics Business in terms of business efficiency.

### 1.3. Research purposes

1. To find out how many woven fabric products are produced in one month.
2. Analyze the production costs and income of woven fabric craftsmen in Sukarare village, Jonggat district.
3. Analyzing the business prospects of woven fabrics in terms of business feasibility.

## 2. LITERATURE REVIEW

### 2.1. Definition of Agro-industry

Agroindustry comes from two words, namely agricultural and industrial which means an industry that uses agricultural products as its main raw material or an industry that produces a product that is used as a means or input in agricultural business. Agro-industry is an activity that utilizes agricultural products as raw materials, designs and provides equipment and services for these activities. Judging from the agribusiness system, agro-industry is a subsystem of agribusiness that processes and transforms agricultural materials (foodstuffs, wood and fiber) into semi-finished goods or goods that can be consumed immediately. Agro-industrial activities have an important role in contributing to the national economy which is realized in the form of, among others:

1. Job creation by providing life for most Indonesians engaged in the agricultural sector.

2. Improving the quality of agriculture to ensure the procurement of raw materials for the agricultural product processing industry.
3. The realization of equitable distribution of development to several corners of the country that have enormous agricultural potential.
4. Increased added value of agricultural products.

### 2.2. Production theory

#### Definition of Production

Production is technically a process of utilizing available resources in the hope that it will get more results from all the sacrifices that have been made. Production in the economic sense has the meaning of all activities that increase the value of the usefulness or utility benefits of an object. This can be an activity that improves usability by changing the form or generating a new item utility form. It can also increase the usefulness of an object because there are activities that result in the transfer of ownership of an object from one's hand to the hands of others Sriyadi, 2001: 6

Production theory is a theory that explains the relationship between the level of production and the number of factors of production and the results of the sale of their output (Mochar Danil, 2004:42-45). The production function stipulates that an economic activity cannot achieve a higher output without using more inputs and an economic activity cannot use fewer inputs without reducing its output level.

The production function is an equation that shows the relationship of dependence (functional) between the level of input used in the production process and the level of output produced. The function of production is mathematically expressed as follows :

$$Q = f(K, L, T)$$

Where;

Q = amount of output (production) K = capital (capital)

K = Capital

L = Labor T = technology

Production can be widely interpreted as the processing of raw materials into semi-finished goods or finished goods. Production in the economic sense has the meaning of all activities to increase or increase the value of the usefulness or utility (utility) of goods and services. Production has a flow concept, that production activities are measured by the number of goods or services produced in a certain period of time, while the quality of the goods or services produced has not changed (Sadono Sukirno, 2006: 189)

### 2.3. Definition of Weaving

Weaving is classified as one of the typical Indonesian cultural arts produced by the hand skills of the Indonesian population using very simple or traditional looms. The word weaving itself has a high meaning, historical value, and technique in terms of color, motifs, and type of materials and threads used

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and each region has its own characteristics. In addition, weaving is also one of the cultural heritages of the Indonesian nation that should be maintained and preserved its existence. Weaving is a job that many women do. Weaving activities have made the culture in making traditional fabrics that have developed in Indonesia to this day. In the past, weaving used traditional tools, with the development of the times weaving remained but the looms developed using machines to facilitate human work and the manufacturing process was faster. The result of weaving using a machine, on the motif is only one side and surface the fabric looks plain. Making weaving using a machine is faster and makes the motifs on average many of the same, so the price is cheap and easily accessible to consumers. While the weaving results using traditional tools have the same motifs on both sides, both outside and inside and thread the weaving also seemed to arise. The manufacture of traditional woven fabrics with traditional looms takes longer and has a variety of difficulties with different rhythms of workmanship. In addition, manual work can produce a variety of varied motifs, can be created by yourself and the results look more detailed.

Weaving is also inseparable from the tools used in the manufacturing process until it becomes a woven fabric, because of the tools that used greatly affects the yield of weaving. Each loom also has its own role. A loom is a tool for weaving threads that are located longitudinally 12 (warp threads) and threads located 11 transversely (weft threads).

1. Traditional looms used in Indonesia are generally gedokan looms which later developed into non-machine looms (ATBM). The development of more sophisticated techniques appeared machine looms (ATMs).

2. ATBM (Non-Machine Loom) Is a tool for carrying out weaving driven by humans. ATBM can used while sitting or standing. ATBM tie weaving is made by using simple equipment in the form of Non-Machine Looms (ATBM). The process of making ATBM tie weaving is by dipping strands of thread that have been tied using material which has been bound using a waterproof material into the dye material, then then traditionally woven until it becomes a byur or goyor scabbard product. The parts of the ATBM include:

- a. Boom, which is a roll of warp thread (a vertical thread)
- b. Carap, is a tool for arranging threads
- c. Comb, which is a tool for combing and compacting the thread so that it is tight
- d. Pallet, is a spool of weft thread (horizontal thread)
- e. Binoculars, that is, a place for laying pallets
- f. Step on – step on, a loom whose use is adjusted to the location of the binoculars.
- g. Cuban, that is, an auxiliary device for rolling threads.

3. ATM (Machine Loom) ATM is a modern loom driven by a machine. ATMs are usually used by large industries,

because they are able to produce woven fabrics faster and neater.

### 2.4. Revenue and Business Feasibility

Income according to Kartika Hadi, et al (2012: 186) is income (Income) is an increase in economic benefits during 1 accounting period in the form of income or addition of assets or a decrease in liabilities resulting in an increase in equity that does not come from the contribution of investors.

Production Costs in this study are the overall costs incurred during the production process by respondents (entrepreneurs) of ikat weaving in Sukarara Village as a research area. The cost of this production can be divided into 3 (three) namely.

1. Variable Costs
2. Fixed Costs

#### 3. Total Cost

##### Variable Costs

Variable costs are costs incurred by entrepreneurs where the size of the volume of production produced is small. The variable costs incurred by entrepreneurs include raw materials, weaving costs (nenun, motifs, nujuk, and yarn rolls).

##### Fixed Costs

Fixed costs are costs whose size is not affected by the size of production. The value of the fixed cost of the equipment is measured based on the depreciation value of each component- the component that the equipment uses. The depreciation value is calculated from the earned value minus the residual value divided by its economic lifespan.

##### Total Cost

Total costs are the overall costs incurred by respondents, both variable and fixed costs in the production process.

### 3. Business Feasibility Analysis

To measure the level of business efficiency, an R/C ratio (return cost ratio) is used which is a comparison of sales receipts with costs incurred during the production process. If the results of the analysis provide an R/C value of > ratio of 1, then the business is efficient and profitable and worth cultivating, if the R/C ratio < 1, then the business is inefficient and detrimental and also not worth cultivating and if the R/C value is < 1, then the business is inefficient and detrimental and also not worth cultivating and if the R/C value is ratio = 1 then the business BEP (break event point) which is the break-even point of the business, from the value of bep it can be known at the level of production and at what price the business does not provide profits and does not experience losses.

Business feasibility according to Kasmir and Jakaf (2012: 7), a business feasibility study is an activity that explores a business or business to be run, in order to decide whether or not the business is feasible to be applied.

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### **3. RESEARCH METHODS**

#### **3.1 Types of Research**

This research uses a quantitative type of research. Quantitative research is research that conducts systematic investigations to examine a phenomenon by collecting data that can be measured using statistics, mathematics and computation.

Quantitative research aims to develop hypotheses that have a connection with natural phenomena. This quantitative research has an important purpose regarding measurement. In this study, measurement is what is the center of the research. This is because the measurement results can help to see the relationship between empirical observations and the results of the data. Quantitative research also aims to help find relationships between variables in a population.

#### **3.2 Research Location And Time**

This research was carried out from October 30, 2021. The location of this study was in Sukarara village, Jonggat district, Central Lombok regency. The reason why researchers chose this location in this village is because it is one of the famous woven fabric craftsmen in Central Lombok district.

#### **3.3 Population**

According to Sugiyono (2014:80) Population is a generalization area consisting of or subjects that have quantities and characteristics set by researchers to study and draw conclusions. The population in this study was all weaving craftsmen of Sukarara Village.

The determination of respondents was carried out by non-probability sampling with the need for a sample of 10 craftsmen respondents which was carried out by the accidental method.

#### **3.4 Data Collection Methods**

The data collection method we use is Secondary data, which supports this research includes the general state of the research location, including data on the general state of the research area and data that obtained from reliable sources such as agencies, namely the Jonggat sub-district office and the Sukarara Village office which refers to information collected from existing sources.

Secondary data that support this research include the state of the research location Here we also use the document study data collection technique where the system Data collection is carried out by relying on documents as one of the data sources that we use to complement the material from the research we conduct. Documents are study materials in the form of writings, photos, films or things that can be used as a source of study other than through interviews and observations.

#### **3.5 Sampling Samples and Sampling Techniques**

According to Sugiyono (2014:62) the sample is part of the sum and characteristics possessed by the population. When the population is large and researchers do not allow studying everything in the population, for example due to limited funds, energy and time. Then researchers can use samples taken from that population. non probability sampling model with Purposive Sampling technique.

Purposive sampling is a technique of determining samples with certain considerations, meaning that each subject taken from the population is selected with deliberately based on certain objectives and considerations in Sugiyono, (2016: 85). The reason for using this purposive sampling technique is because it is suitable for use in quantitative research, or studies that do not generalize according to Sugiyono, (2016: 85). The sample taken in this study is Woven Cloth MSMEs which have superior agro-industrial products in Jonggat district with a total population of 25 populations, therefore researchers took 10 samples from all existing MSMEs.

The data collection techniques used are:

1. Interviews, Interviews are by conducting questions and answers with MSME entrepreneurs who are respondents. The data collected are how much labor is used, income, production results, raw materials (quality and price), auxiliary materials (quality and price).
2. Observation, carried out by the researcher's way of going directly to the research location and making observations and recording of the research object.
3. Literature Studies, namely by recording from various literature or reading materials related to research.

#### **3.6 Types and Data Sources**

1. Qualitative Data, is data in the form of information to explain the numbers that show an overview of the object under study. The data is in the form of the type of seedlings used, the object under study. The data is in the form of the type of raw materials used, the type of auxiliary materials used, the type of product being cultivated and the place of sale of the products being sought.
2. Quantitative Data, is data that is produced using numbers that show an overview of the object under study. The data can be measured directly how much raw materials are used, the amount of labor that exists, the level of income, the amount of production results, the price of each factor of production and the value of the results of production.

#### **3.7. Data Analysis Procedure**

The data analysis method used by researchers is a description analysis that aims to describe, explain and validate the data obtained by the researcher.

The procedure and analysis are carried out in the following ways:

1. Analysis of production costs

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1. Variable Costs
2. Fixed Costs
3. Total Cost

### 2. Revenue Analysis

The gross income referred to in this study is the result of the production value of ikat weaving obtained by ten entrepreneurs in one month which is assessed in rupiah units. Gross income is obtained from the amount of production sold a month multiplied by the prevailing price level.

According to Soekartawi (1995), profit is the difference between receipts and production costs which is systematically written as follows:  $\pi = TR - TC$

Information:

$\pi$  = Profit

TR = Total Revenue (Penerimaan Total)

TC = Total Cost (Biaya Total)

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## 4. DISCUSSION

### 4.1 Overview of Research Areas

Central Lombok is one of the islands located in the west Nusa Tenggara province with the area of this island reaching km<sup>2</sup> which puts it in the 108th place of the list of islands based on their area in the world. Several regencies/cities on the island of Lombok have tourism and fisheries sectors as supporting sectors in the development and development of their regions, one of which is Central Lombok Regency.

Central Lombok Regency is one of the 10 (ten) regencies/cities in West Nusa Tenggara Province with its seat of government located in Praya City. Geographically, Central Lombok Regency is located in east longitude and south latitude with the following regional boundaries:

1. North: North Lombok Regency and East Lombok Regency.
2. To the south: Samudera Indonesia.
3. West : West Lombok Regency.

4. East: East Lombok Regency, the geographical conditions of Central Lombok Regency are quite varied consisting of hills whose area is included in the Mount Rinjani area, the Marine and Fisheries Service of Central Lombok Regency, the Marine and Fisheries Profile of Central Lombok Regency which is located in the middle of Lombok Island.

Furthermore, jonggat kecamatan is one of the sub-districts in Central Lombok. This district has woven fabric crafts which are its superior products. For variants Motives and their types are various. This woven fabric craft is traditionally made using simple tools, this weaving craft is still preserved in order to maintain its tradition.

In addition to superior products in the form of woven fabric products in Central Lombok or more precisely jonggat district also has other processed products such as processed food and others.

### 4.2. Production Process

Production is an activity for creating goods and services. This production is carried out solely to meet the needs of human life. In addition to meeting daily needs, based on the notion of production, intended to add value to the use of goods and services. The result of the production is products. This product is produced by actors who carry out the production process. The result of the notion of production has no limits. There are two types of concepts that must be understood, starting from the production of producing goods and services. Then production adds value to the use value of goods and services.

Woven fabrics are generally made using traditional and manual tools without the help of machines, so the process of working on it also takes a long time. Not only that, the raw materials used to make woven fabrics are also very special because they use natural materials from nature. So that makes the woven fabric very exclusive and limited.

Menhani

The initial stage in the process of making woven fabrics is handi. Menghani is sorting the strands of threads to then become lungi which is placed on the hani tool. The following are the stages of the handling process:

1. Prior to that, you must know what size the woven fabric will be. Then it is adjusted to the length of the lungi which will be made of threads in place on the hani tool strand by strand.
2. The next stage is the lungi thread is adjusted in length to the pattern size of the number of lungi threads. Do not forget the lungi thread is also crossed.
3. Once neatly arranged, every 10 lungi threads are tied as desired according to the pattern. It also makes it easier to count the threads.
4. If the thread is long, it must be rolled first by weaving it into a braid so that it is not tangled and disheveled. Installing the warp thread on the warp thread boom

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After handling it, the next step is to install the warp threads on the loom (ATBM). Strand by strand of thread is attached to the loom with careful and patient prayer. The following are the stages of installing the warp threads on the warp thread bum:

1. Divide the warp yarn into two and equal parts.
2. Prepare the warp thread Bum, then twist the ankle until all the ropes unravel. Pull up and place the stretch wood on the warp thread bum and place it on the loom frame.
3. The warp thread is placed in the middle to the right. The middle part to the left then do not forget to intersperse the rope oada stretch of wood. Sort the threads until the warp is even.
4. Attach two pieces of wood to cross the warp threads so they don't come off. This position is very important and determines the insertion of the warp threads on the gun and comb blades.
5. Separate the warp threads on the tool through the raddle according to the width of the weave. Then trim the threads
6. The final step is to wind the warp threads on the warp thread bum. Do not forget to leave the length of the thread to the limit of the comb.

### **Irradiation on Gun's Eyes**

The next stage is washing. Cucucukan is inserting the warp threads into the gun eye according to the weaving pattern. The following are the washing steps:

1. The first stage is to insert the warp thread into the gun eye from the middle to the right or from the middle to the left or vice versa.
2. Insert the gun point according to the pattern or pattern
3. Every 10 strands of thread are tied together so they don't come off. Thread all the way into the gun point.
4. Insert the warp threads one by one in the comb starting from the middle to the right or middle to the left.
4. Trimming on the Comb

The next step is shaving the comb. This process inserts the warp threads into the comb according to the pattern and pattern of the woven fabric. The following are the steps for washing the comb:

1. First insert the warp threads one by one into the comb starting from the middle to the right or the middle to the left and vice versa.
2. Each strand of 10 threads is tied and then inserted one by one into the comb.

### **Tie the Warp Yarn to the Cloth Bum**

The next step is to tie the warp threads on the fabric after the warp through the gun and comb. The following is the process of tying the warp threads on the fabric bum:

1. Twist the cloth bum until the rope is unraveled
2. Then tie the warp threads and spread the wood on a series of fabric booms
3. Tied from the middle to the right or the middle to the left and then the other parts until they are all tied together
4. Tie the warp threads little by little with the ties loose but not too loose. Do the ties until all the threads are tied

### **6. Setup**

Following is the setup process:

1. The gun is numbered 1234 and stamped on 1234 for easy weaving
2. Continue to be monitored and pay attention to the cut so that it doesn't fall apart and fits the flow
3. The next step is to adjust the position of the gun and the action. For example gun 1 with stamped 1, gun 2 with stamped 2, gun 3 with stamped 3, gun 4 with stamped 4
4. Need to control the bond tension, try to keep the tension the same

### **Weave**

This is the most decisive process in the manufacture of other weaves

1. The distance of the mountains is the same so that the results can be left and right and neat
2. Connect the thread forward from the edge of the weave about 2-3 cm
3. Tighten the weave with a comb in the same way, for example, two taps and vice versa twice. The result can be neat, the density of the weave is even
4. Weave according to the motifs that have been arranged previously
5. If the warp mouth is narrow, then roll up the woven fabric
6. Continue to weave until it is finished according to the desired motif.

### **8. Unweaving**

Not that it is finished after weaving, removing the woven fabric is also a little careful. Here's how to remove the woven fabric from the loom:

1. Loosen all weave
2. Cut the warp threads except leave the warp threads on the gun
3. Remove the weave, untie the warp threads
4. The woven fabric is finished, trim it first with the knot parts.

### **4.3. Product Marketing**

The respondents, in this case are mothers and fathers, market their handicraft products in 3 ways, firstly by marketing to collectors, secondly by entrusting them to the kiosks and thirdly by marketing themselves to the market. Usually in one hamlet there are 1-4 collectors who buy handicrafts that are sold in the market. made and produced by mothers, fathers of woven fabric craftsmen.

### **4.4. Production Cost**

Production costs in the weaving craft business are costs incurred in the production of weaving crafts for one month. Production costs incurred in the production process of Weaving in Sukarara Village are divided into two types of costs, namely fixed costs and variable costs.

#### **4.2.1 Fixed Costs and Depreciation**

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Fixed costs in this study consist of equipment costs and equipment depreciation costs. The following is a breakdown of each component of the fixed cost of weaving woven fabrics.

**Table 2. Fixed Cost and Depreciation**

No	Name Responden	Fixed Cost	Depreciation
1	Sri Ayu Ningsih	4.160.000	102.998
2	Sumarni	970.000	22.081
3	Lale Anggi	2.175.000	53.123
4	Gojin	1.930.000	35.586
5	Inak Surya	3.020.000	86.248

- Ayu Ningsih produces Woven Fabrics with a fixed cost of Rp. 4,160,000 and depreciation of Rp. 102,998.
- 2. Sumarni produces Woven Fabrics with a fixed cost of Rp. 970,000 and depreciation of Rp. 22,081
- 3. Lale Anggi produces Woven Fabrics with a fixed cost of Rp. 2,175,000 and depreciation of Rp. 53,123.
- 4. Gojin produces Woven Fabrics with a fixed cost of Rp. 1,930,000 and depreciation of Rp. 35,586.
- 5. Inak Surya produces Woven Fabrics with a fixed cost of Rp. 3.020,000 and depreciation of Rp. 86,248.

**4.5. Variable Costs**

Variable costs are production costs that vary according to the amount of production, so the size of the variable costs will be determined by the size of the business and the resulting production. The following are the details of the variable costs incurred by the respondents in the Weaving Craft.

**Table 2. Biaya Variabel**

No	Name Responden	Variable Cost
1	Sri Ayu Ningsih	265.000
2	Sumarni	161.000
3	Lale Anggi	185.000
4	Gojin	250.000
5	Inak Surya	280.000

- Information on the data in table 3 above where :
- 1.Sri Ayu Ningsih produces Woven Fabrics with a variable cost of Rp. 265,000 in one production (one month).
  - 2. Sumarni produces Woven Fabrics with a variable cost of Rp. 161,000 in one production (one month).
  - 3. Lale Anggi produces Woven Fabrics with a variable cost of Rp. 185,000 in one production (one month).
  - 4. Gojin produces Woven Fabrics with a variable cost of Rp. 250,000 in one production (one month).
  - 5. Inak Surya produces Woven Fabrics with a variable cost of Rp. 280,000 in one production (one month).

**4.6. Operating Income Analysis**

Revenue is the difference between total revenue and total costs incurred in conducting a business. The amount of revenue from the weaving craft industry obtained from the production of weaving crafts is reduced by the total costs incurred for one month. The following is the amount of revenue/income from the weaving craft industry in Jonggat District, Central Lombok Regency.

**Table 3. Production Income, Total Costs and Revenues on Weaving Crafts**

No	Name Responden	Revenue (TR)	Total Cost (TC)	H=TR-TC
1	Sri Ayu Ningsih	7.700.000	4.425.000	3.275.000
2	Sumarni	2.500.000	1.090.000	481.000
3	Sufi'Lale Anggi	4.200.000	2.360.000	1.840.000
4	Gojin	4.200.000	2.180.000	2.020.000
5	Inak Surya	5.000.000	3.300.000	1.700.000

From the table it can be concluded that the highest income from Woven Fabrics is Rp. 3,275,000, this is net income after deducting the total production costs for one month. While the lowest income is Rp 481,000, which is net income after deducting the total production costs for one month.

**4.7. Business Efficiency Analysis**

Business efficiency analysis is sought to see the profits of a business. This is in accordance with the opinion of Hermanto (1993), that the analysis of business efficiency can be used to see the profits in a business which is tested by how much the rupiah value of the costs used in business activities that provide revenue as benefits. Furthermore, the opinion of Bishop and Toussaint (1979) is that if the R/C ratio < 1 then the business is not efficient.

**Table 4 Efficiency on Weaving Crafts Business**

No	Name Responden	Revenue ( IDR )	Total Cost ( IDR )	Business Efficiency
1	Sri Ayu Ningsih	7.700.000	4.425.000	1,7
2	Sumarni	2.500.000	1.090.000	2,2
3	Sufi'Lale Anggi	4.200.000	2.360.000	1,7
4	Gojin	4.200.000	2.180.000	1,9
5	Inak Surya	5.000.000	3.300.000	1,5
<b>Total</b>		23.600.000	13.355.000	1,7



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From the calculation of business efficiency in table 4 above, where:

1. Sri Ayu Ningsih's Weaving Craft has an R/C ratio > 1, which is 1.63 so that her business is declared efficient.
2. Sumarni's weaving business has an R/C ratio > 1, which is 2.2, so that the business is declared efficient.
3. The Lale Anggi Weaving Business has an R/C ratio > 1 which is 1.7 so that the business is declared efficient.
4. The Gojin Weaving Business has an R/C ratio > 1 which is 1.9 so that the business is declared efficient.
5. Inak Surya weaving business has an R/C ratio > 1 which is 1.5 so that the business is declared efficient

### 4.8. Business Feasibility Analysis

Business feasibility analysis is an analysis carried out to find out whether the business is feasible or not to be run. Like a business, it can be seen by using the R/C ratio analysis, which is a comparison between revenues and total costs. Mathematically, R/C uses the following formula:

$$R/C \text{ Ratio} = TR/TC$$

Criteria:

If  $R/C > 1$ , it means it's worth trying

If the  $R/C < 1$  means that it is not worth trying.

If  $R/C = 1$  means break even.

It can be concluded from the business efficiency data table that all weaving business efficiency in Jonggat district has business efficiency above 1 which indicates that all weaving businesses are feasible to run.

### CONCLUSION

- Agro Industry as one of the subsystems that need to be developed in agribusiness, because it has the potential to encourage high economic growth,
- The income of the weaving agro-industry in Jonggat sub-district, Central Lombok district has an average income of Rp. 4,720,000.
- The value of the R/C ratio in the Woven Fabric agroindustry in the Jonggat District is more than one. This figure shows that the Woven Fabric Agroindustry Business in the Jonggat District, Central Lombok Regency is feasible to run.
- Fixed costs in this study consist of equipment and equipment depreciation costs are costs incurred by the woven fabric industry which are fixed regardless of the size of the company.

### Suggestion

Suggestions that the author can give in the future are that further research methods are needed for weaving activities and efforts to improve research on superior agro-industrial products / woven fabrics in Sukarara village, Jonggat district, Central Lombok regency.

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