PRODUCTION AREA PLANNING AT MANGGARAI SWEET BREAD SHOP IN KUPANG CITY, EAST NUSA TENGGARA

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ABSTRACT

The study entitled Production Area Planning at Manggarai Sweet Bread Shop in Kupang City, East Nusa Tenggara aims to determine and explain the planning of production areas and raw materials for sweet bread at Manggarai Sweet Bread Shop. Data collection techniques in this study were observation, interviews, documentation and questionnaires. While the data analysis technique used forecasting and Break Event Point (BEP). The results of the study showed that the management of Manggarai Sweet Bread Shop had not been able to make a mature and detailed production area plan for the existing production factors. So that it cannot predict the level of production in the coming year, where in 2024-2026, where in the year In 2024, Manggarai Sweet Bakery is predicted to sell 881,091 sweet breads, in 2025 as many as 884,822 and in 2026 as many as 888,553. Meanwhile, the results of the break-even point calculation at Manggarai Sweet Bakery, the maximum capacity of sweet bread sales in one month is 72,000 breads resulting in a profit of Rp. 1,514,000 with a total cost of Rp. 36,000,000. while the Break-Even Point for sweet bread sales at Manggarai Sweet Bakery occurs at a point of 51,200 packages, with a value of Rp. 25,600,000, Manggarai Sweet Bakery will not make a profit or suffer a loss at that point. And if the company produces below the BEP point, the company will experience a loss, and vice versa if the company produces below the BEP point, the company will experience a profit. Based on the results of this study, Manggarai Sweet Bakery needs to make good production area planning by using sales forecasting analysis so that optimum company profits can be achieved.

Keywords: *(a) Planning, (b) Production Area*

1. INTRODUCTION

The culinary industry does open up great opportunities to open a shop, not just a hobby of eating, but also a promising business opportunity. All types of food come in various fun and unique creations. Ordinary food is created with high taste and high selling value. One of them is bakery or bread which is processed food made from wheat flour.

Bread is a staple food made from a mixture of wheat flour and yeast. The development of bread in Indonesia began since the Dutch occupation of Indonesia and continues to this day. It is said that bread originated from Egypt and Mesopotamia before the development of European countries. This bread was discovered when they were looking for another way to enjoy wheat, initially they only ate it directly or mixed with water to make a paste. Cooked over a fire, then hardened and stored for several days.

Production area planning is a matter of determining how much production must be produced in a certain period. This problem must be considered and implemented by the production

management. With this target, production plans and programs such as procurement of materials, labor, auxiliary materials, equipment needed and the process can be planned more carefully. Therefore, the production area needs to be determined first. In determining the production area or production target, past demand data must be considered. This factor will influence and determine the size of the production target.

Manggarai Sweet Bread Shop is one of the industries engaged in the production of bread located on Jl. Fetor Funay, RT.32 RW.12, Maulafa, Kupang City, East Nusa Tenggara. Since its establishment in 1996, this company has produced and marketed sweet bread. Distribution of bread production results is only carried out and distributed through the Manggarai Sweet Bread Shop and its Branch at Ruko Oebobo Block C No. 28.

Production planning at the Manggarai Sweet Bakery based on the owner's statement explained that the problem of unsold product volume occurred due to 2 production factors, namely machines and labor. The owner explained that the labor employed was not yet able to meet the company's planning because the workforce was relatively reduced and causing business owners to have to employ new workers who do not have enough work experience so that it affects the level of bread production planned by Manggarai Sweet Bakery. As for the following factors, namely machines, Manggarai Sweet Bakery does not have enough machines for the production process and business owners prefer traditional methods in making bread rather than using machines, this can take time in the bread production process.

Production Management

Assauri (2004) Production management is an activity to organize and Coordinating the use of resources in the form of human resources, natural resources and financial resources as well as the use of materials effectively and efficiently to achieve and increase the utility of goods and services.

Planning

Pardede (2005) Planning is a reference or norm used as a basis for future decisions through consideration of formulated goals and current conditions.

Production Planning

When producing goods and services, production planning should be made first, which can then be used as a guideline for implementing production activities for a company.

Assauri (2008) stated that the process is a way, method and technique of how the resources (labor and materials) are actually used. existing ones are changed to obtain a result. The production process is divided into 2 types, namely continuous production processes and intermittent production processes.

Production Area

Determining the right production area means that there is a more efficient allocation of production resources, raw materials, auxiliary materials and other production factors can be determined at the right production volume, so that waste and financial losses of these production

factors can be avoided. Ahyari (2007) stated that production planning with a production area approach is the amount of production capacity used in the company concerned.

2. RESEARCH METHODS

This study is a case study that focuses on the production area planning carried out by Toko Roti Manis Manggarai in order to determine effective and efficient production area planning. The data collection techniques used are questionnaires, interviews, observations and documentation. In this study, the author uses sales forecast analysis using the Linear Trend Equation Method and break event point (BEP) analysis.

3. RESEARCH RESULTS & DISCUSSION

Sales Forecast Analysis

In maintaining the company's survival, every business company will maximize profits used by mature production planning. In this case, the company must innovate in every product produced by the company so that consumers do not get bored with the products made by the company itself. For To achieve production planning objectives, the production planning that is prepared must truly reflect the company's capabilities in this case determining the amount or volume of production that should be produced by the company in a certain period.

Sales forecasts are the basis for companies to estimate the amount that will be produced by the company, supported by calculations or forecasts regarding production volumes for the next few years by looking at or analyzing sales data from previous years.

Raw Material Planning Analysis

Raw materials are one of the most important production factors in a production activity because raw materials are the basic materials in producing a product. So it is appropriate to regulate the use in procurement in order to maintain the continuity of the production process in the Company. A raw material plan can be said to be good if the procurement of materials is in accordance with the quality needed in the right time and price and effective and efficient use.

Workforce Planning Analysis

Labor is one of the important inputs in carrying out the production process so that the finished product occurs. This workforce needs to be considered by the company manager. The workforce employed at Toko Roti Manis Manggarai is 6 people.

Analysis of production equipment usage planning

Machines and equipment really help humans in the production process of goods, so that goods can be produced in a shorter time, in larger quantities more and more quality. The machines and equipment used in running every company activity also have the ability to decrease. The economic life of each machine and equipment depends on several factors such as maintenance methods, level of use and so on.

Production Cost Analysis

Cost is essentially a value that is sacrificed to produce or manufacture a product that a company wants, so the greater the company's production capacity, the greater the costs required. Production costs are the total costs incurred by the company and are related to the activities of managing raw materials into finished products. In addition, production costs from each raw material cost, labor costs, factory overhead costs. Processing production costs is considered important because it facilitates cost analysis in the expected profit.

4. CONCLUSION

Based on the results of the research that has been conducted at Toko Roti Manis Manggarai, it was found that the company does not yet have a specific method in planning its production area. This has an impact on excess inventory or remaining products which results in increased inventory costs. Therefore, it is necessary to plan the production area using the Trend Linear forecasting method and conduct a Break Even Point analysis to find out whether the production area planning has experienced sales profits.

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