

Retail Betel Nut Sales Revenue in Wamena, Jayawijaya Regency

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Abstract

This study aims to determine the income of retail Betel nut sellers in the city of Wamena, Jayawijaya Regency with a research time of 3 months. This type of research is descriptive research with a quantitative approach. The research sample used was 110 retail betel nut sellers, who came from the Potikelek, Jibama, Sinakma, Wouma markets and around Jl Irian Wamena. The sample collection used was a saturated sample of the population and a sample of 110 betel nut sellers at the Wamena market point, Jayawijaya Regency. Collection Questionnaire data, observations, literature, data analysis techniques using score calculations. The analysis carried out is by using a quantitative approach by using the formula for calculating income variables with indicators of Total Revenue (TR) and Total Cost TC. The results showed that the acceptance of retail Betel nut sellers in Jayawijaya Regency per week averaged Rp. 1,457,141. The average cost per week is Rp. 268,960 and an average weekly income of Rp. 1,188,181

Keywords

revenue; retail Betel nut sales



I. Introduction

Betel nut is a fruit that is a necessity for indigenous Papuans. Until now, the betel nut, which is originally from Indonesia, has begun to be known as a food ingredient, and a cosmetic ingredient for the people of Indonesia. The business of selling Betel nut is one of the sources of income for women in Jayawijaya Regency, Papua. Betel nut for the community, native to Wamena Papua is a food ingredient that can make the body warm and can strengthen teeth for lovers of Betel nut. Betel nut has also become a basic need for some of the people of Wamena, Jayawijaya Regency, Papua who like to consume it.

The main problem that occurs in economic management is that the resources available to the people of Wamena, Jayawijaya Regency are very limited so that many of them do not understand how to calculate the income from the sale of Betel nut, someone who sells betel nut will be more enthusiastic if there are more goods and the buyer is also smooth so that they can sustain necessities of life every day. The community's other problems as well (labor, capital, and natural resources), are limited when compared to the wishes of the community as a whole. Departing from the people's desire to sell Betel nut is the only option that can be sold with capital,

Most of the people of Jayawijaya Wamena Regency have opened businesses for vegetables, firewood, fish, and Betel nut, and these women mostly choose to sell betel nut because Betel nut is more profitable than other businesses for the reason that other businesses cannot last long like this. vegetable. Community activities in trading are activities that are very helpful in building micro-economy that support each other, complement each other, and complement each other in a unified step towards achieving

national development goals. To achieve this goal, it has been implemented in all fields with the emphasis placed on the economic sector in line with the quality of human resources still relying on the aspect of equity, stable economic growth in Wamena, Jayawijaya Regency.

Observations made on retail Betel nut sellers in the city of Wamena and its surroundings can be seen in table 1 below:

Table 1. Distribution of Betel nut sellers by place of sale

No	Selling Points	Amount
1	Jibama	25
2	Sinakma	30
3	Potikelek	5
4	Wouma	20
5	Irian Street	30
Amount		110

Source: Observation Data for 2021

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Research conducted by May Tri Sundari in 2011 entitled Analysis of Carrot Farming Costs and Revenues in Karang Anyar Regency with the results of the calculation of the R/C ratio of 2.75 showed that the carrot farming business was efficient, another study conducted by Silvia Anzitha (2019 Agrica (Northern Sumatran Agribusiness Journal) Vol.12 N0.2 with the title Analysis of the income of Tempe with Tofu Making Business in Langsa City with the results The average production cost incurred in making tempeh is greater than making tofu due to the raw materials needed more but the amount of income received for the tempe-making industry is greater than the tofu-making with a difference in income of RP 2,878,682/month, another study was also conducted by Nova Tumoka (2013) in the journal EMBA, Vol.1, No.3, pp. 345-3354 with the title Analysis of Tomato Farming Income in West Kawangkoan District, Minahasa Regency with the results of the amount of production and the price of tomatoes having a significant effect, either partially or simultaneously on farmers' income levels

II. Review of Literature

2.1 Understanding Analysis

Analysis is an attempt to understand and explain the process for the problem and the things contained in it. Definitions according to some experts are:

Wiradi: an activity that includes sorting, parsing, differentiating something to be classified and grouped according to certain criteria and then looking for an estimated meaning and relation.

Komaruddin: an activity of thinking to decompose a whole into components so that they can recognize the signs of the components, their relationship to each other and their respective functions in an integrated whole.

Darminto: the elaboration of a subject into its various parts and the study of the parts themselves, as well as the relationships between the parts to obtain a proper understanding and understanding of the meaning of the whole.

Anne Gregory: the first step of the planning process.

Syahrul: evaluate the condition of the items or verses related to accounting and the possible reasons for the differences that arise.

2.2 Definition of Income

The term "income" refers to the process, method, of the act of developing (Big Indonesian Dictionary, 1995: 112). Furthermore, income is a conscious and planned process to develop a level of achievement that is measured based on efficiency, effectiveness and health (Michael E. Mc Gril, 1982: 23).

According to (Russel Swanburg 2000) income is income from the sale of production and services. According to Indonesian accountants, revenue is income that arises from the usual activities of a company and is known by different names such as sales.

According to (Sukirno 2000) income is a very important element in a trading business, because doing business of course wants to know the value or amount of income earned from doing a certain business and wants to know the values or amount of income. In an economic sense, income is remuneration for the use of production factors owned by the household sector and the company sector which can be in the form of salaries or wages, rent, interest and profits (Hendrik 2011).

Income is all receipts in the form of money or in the form of goods originating from other parties as well as industrial products which are valued on the basis of a sum of money from the assets prevailing at that time. a person's livelihood directly or indirectly (Suroto 2000).

Income is an element that must be done in doing a business, of course, you want to know the value or amount of income earned during doing business. Because in doing a business, of course, you want to know the value or amount of income earned while doing business.

The elements of income in question include: income from the production of goods or services, compensation received for the use of the company's assets or economic resources by other parties, sales of assets outside of merchandise are elements of other income of a company

According to Sumitro Joyohadikusumo (1957) Income is the amount of goods and services that meet the people's standard of living, where the income owned by every soul is called per capita income, which becomes a benchmark for progress or economic development.

Income is very influential for the continuity of a business, the greater the income earned, the greater the ability of a business to finance all expenses and activities that will be carried out.

Samuelson and nordhaus, 2013 defines income as the amount of income obtained from work and usually a person's income is calculated every year or every month.

according to Sadono Sukirno (2002), income can be calculated in three ways, namely (i) Expenditure method, in this way income is calculated by adding up the value of expenditure/expenditure up or on goods and services. (ii) Production method, this method income is calculated by adding up the value of goods and services produced . (iii) Income method, in this calculation the income is obtained by adding up all the income received.

According to Kieso, Warfiel and Waygantg (2011;955), explain the definition of income is the gross inflow of economic benefits arising from the normal activities of the entity during a period, if the inflow results in an increase in equity that is not derived from investment contributions.

According to Theodurus M.tuanakotta (2000;152), explain revenue (revenue) is generally defined as the result of a company. Revenue is the lifeblood of a company.

According to Nafarin (2006; 15), explains that income is the inflow of assets from the company's activities selling goods and services in a period resulting in an increase in capital that does not come from investment contributions.

Revenue is the difference between receipts and all costs incurred during business activities. There are several other incomes (Sukarwati, 1995): (1) Revenue is the amount of production produced in a business activity multiplied by the selling price prevailing in the market. (2) Net income is gross revenue minus total production costs or gross revenue minus with variable costs and fixed costs. (3) Production costs are all expenditures expressed in money needed to produce production.

a. Types of Income

Broadly speaking, income is divided into three groups (Suparmoko, 2000), namely: (a) Salaries and wages, rewards that are obtained after the person does a job for another person given within one day, one week or one month. (b) Income from own business is the total value of the results of production minus the costs paid and this business is a self-owned or family business and labor comes from own family members, the rental value of own capital and all these costs are not taken into account. (c) Income from other businesses that is obtained without devoting labor and this is usually a side income, including income from renting out assets owned such as houses, livestock, other goods, interest from money, donations from other parties,

According to (Poniwati Asmie 2008) Income is something that no doubt needs to be done. Small businesses have an important role in Small business income is also the forerunner of the growth of small businesses. and active in order to advance and compete with big companies. Otherwise, small businesses which are the heart of the Indonesian economy will not be able to progress and develop. Small entrepreneurs are generally able to see and understand, in general they really appreciate the activities or situations that occur around them.

One thing to remember in small business income is that this step is not solely a step that must be taken by entrepreneurs and is only the responsibility of the small business itself as a developed party, can take steps together with small businesses, income is also very important related to everything.

Small businesses basically have an obligation to help solve three classic problems that often hit small businesses, namely market access, capital, and technology which have often been discussed at seminars or conferences. Overall, there are several things that must be considered in generating income for small business units.

It should be realized that small businesses are in a complex and dynamic environment. So, efforts to develop small businesses will not mean much if they do not consider wider development (especially the economy). The concept of development that is implemented will form the 'rules of the game' for business actors (including small businesses) so that small business income efforts can not only be implemented partially, but must be integrated with national economic development and carried out sustainably. The economic policies (especially business income) that have been adopted so far have not created a strong bond for the creation of linkages between large businesses for now,

According to Gary Dessler in Moekijat (2005: 11) Stating the general characteristics of income is an educational strategy intended to cause change in a business that has been planned for changes - the changes demanded are usually the result of an emergency or external problem. Human resource income means that the income of a nation requires a basic asset called resources, both natural resources and human resources, both of which are very important in determining the success of a nation (Sedarmayanti 2009). :

Based on several opinions: the experts above concluded that the income of a business requires reliable human resources who have the skills and marketing strategies to consumers or buyers to gain profits and increase further businesses.

Income is important for a person's business or small group business entity to cope with changes that occur in their business, fostering, advising, overseeing operations and providing feedback. Market revenue strategy is to seek new dominations where the organization can use existing products or main competencies, Wisnu Ur and Nurhasanah (2005:135). Revenue main approach is Income at work both places for developing managers and other employees. The human resources perspective discusses the variables that facilitate participation in Earnings. How your company's existing training and senior human resources executives respond to various combinations of existing methods with both on-the-job and off-the-job training rationale. Mathis and Jackson (2002: 51).

According to John H. Jackson (2,002: 57), Business - business Income is the subject of all errors and common problems that occur in the process of small business income. Small business income (UK) is indeed an important role both in terms of the number of businesses (establishment) as well as in terms of job creation. Based on a survey conducted by BPS and the office of the Minister of State for cooperatives and small businesses and (Menkop and UK), household or micro businesses. Small businesses are people's economic activities that are small in scale and meet the criteria for net worth or annual sales results as well as individual ownership. According to law no. 9 of 1995.

Small business income as an economic activity carried out by individuals or households or an entity aims to produce goods or services for commercial improvement and have the smallest sales turnover.

Business income as an economic activity carried out by individuals or households or a business entity aims to produce goods and services for commercial improvement and have a greater sales turnover. Business capital is provided by an owner or a small group, the area of operation is generally local, although small businesses are oriented out of large trading partners. (Nur Afiah, 2009 :).

b. Calculating Income

The calculation of income is between revenue and total costs, but the cost is only meant for production costs, not calculated with marketing costs, other costs and taxes. The formula is(According to soekarwati 2006:58)

$$Pd = TR - TC$$

Information:

Pd = Income

TR = Total Revenue

TC = Total Cost (Cost)

Pd = income is

c. Cost

Cost has various meanings depending on the intent of the user of the term. Mulyadi distinguishes the term cost understanding into a broad sense and a narrow meaning, among others as follows (Mulyadi, 2012: 3): In a broad sense, costs are sacrifices of economic resources, measured in units of money, that have occurred or may occur to achieve certain goals. In a narrow sense, costs are part of the cost of goods sacrificed in an effort to earn income. Supriyono also distinguishes costs into two different meanings, namely costs in the sense of cost and costs in the sense of expense (Supriyono, 2011: 14)

1. Fixed Cost

Fixed costs are costs that do not change with the quantity of output produced. Fixed costs are fixed costs that are not affected by the level of production, for example, the company must continue to pay employee salaries, depreciation, rent and so on.

2. Variable cost

Indirect costs / indirect costs: indirect costs are factory overhead costs so, these costs are incurred because they are related to the overall production process

III. Research Method

The locations in this research are Jibama Market, Sinakma Market, Wouma Market, Potikelek Market and Jalan Irian Jayawijaya Regency. The time to be achieved in this research is approximately 2 months. The type of research used in this research is descriptive research. According to Nawawi (2003:63), descriptive research is a problem-solving procedure that is investigated by describing/painting the state of the object/subject of research (a person, institution, community and others) and the facts that appear as they are. Population according to Sugiyono (2008:90) population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in the study is the population Betel nut sellers in Wamena, Jayawijaya Regency totaling 110 people. Sample Based on the population, the sample to be studied is then determined. Sample According to Sugiyono (2007:91) is "Part of the number and characteristics possessed by the population". The sample in this case shows the characteristics that are represented so that it has the characteristics, properties and forms that are reflected in the population. In this study, a saturated sample was used. According to Sugiyono (2011: 93), Saturated Sample is a sampling technique when all members of the population are used as samples. Therefore, the sample in this study amounted to 110 people, namely Betel nut sellers in Wamena, Jayawijaya Regency, as research subjects. The research instrument used to obtain the data was a questionnaire, which was reproduced according to a predetermined number of samples, namely 110 retail betel nut sellers in several market points in the city of Wamena. The data asked is data on the sale of Betel nut, starting from the capital of Betel nut, daily receipts, to the income that is limited within one week, and is also related to the identity of the respondent. According to Sugiyono (2009: 92) Data collection techniques used by the author to obtain data in this study were questionnaires, observations, and literature.

Hasan (2006:24), data analysis is a process in obtaining summary data or summary order by using score calculations. The analysis carried out is descriptive analysis with a quantitative approach with the formula:

$$Pd = TR - TC$$

Information:

Pd = Income

TR = Total Revenue

TC = Total Cost (Cost)

IV. Results and Discussion

Income

Analysis of the data used to determine the income of retail Betel nut sellers for one week in several traditional markets in Jayawijaya Regency, Wamena city.

Calculate income using the following formula:

$$Pd = TR - TC$$

Information:

Pd = income

TR = total revenue

TC = total cost

Revenue data for each market can be seen in the table below:

Table 2. Average Revenue, Average Cost, Average Weekly Income

No	Selling Points	Number of people)	Average Revenue (Rp)	Average Cost (Rp)	Average Income (Rp)
1	Jibama Market	25	1,180,400	210,920	969,480
2	Sinakama Market	33	1,025,151	214,939	810,212
3	Potikelek Market	5	1,078,000	274,400	803,600
4	Wouma Market	18	2,282,500	337,611	1,944,889
5	Irian Street	29	1,719,655	306,931	1,412,724
		110	1,457,141	268,960	1,188,181

Source: *Processed September Primary Data2020*

Table 2 above is, the average revenue result, the average cost result, and the average income result of the respondents who sell at 5 market places. It can be seen that the Jibama market with a total of 25 respondents with an average income of Rp. 1,180. 400 and the average cost is Rp.210,920, the average income is Rp. 969,480, in the Sinakma market the number of respondents was 33 people with an average income of Rp. 1,025,151 the average cost is Rp. 214,939 and the average income is Rp. 810,212 Respondents at the Potikelek market were 5 people with an average income of Rp. 1,078,000 the average cost is Rp. 274,400 and the average income in the potikelek market is Rp. 803,600 then Wouma market with 18 respondents with an average income of Rp. 2,282,500, the average cost is Rp. 337,611 average income Rp.1,944,889, and respondents on jl. Irian as many as 29 people with an average income of Rp. 1,719,655 average cost of Rp. 306, 931 and an average income of Rp. 1,412,724. then from the five markets in a week the average revenue is Rp. 1,457,141 while the average cost is Rp.268,960 so that the average income from the five markets is Rp. 1,188,181.

V. Conclusion

Based on the research results, it can be concluded as follows:

In the central mountains of Papua, almost some Papuan mothers make a living by selling Betel nut. Based on the results of the analysis of the tabulated data shows that. to find out the income of Betel nut sellers, it is concluded that all Betel nut sellers make a profit, however, with an average weekly income of the five markets is Rp. 1,188,181 each market as follows: Jibama market Rp969.480 , Sinakma Market Rp.810,212 Potikelek Market Rp. 803,600 Wouma Market Rp. 1,944,889 Jl. Irian Rp. 1,412,724. Selling time in a week at most 36 people 7 days 33%. At least 10 people 4 days 9%, 34 people 5 days 31% 6 days 36 people 27%.

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