BREAK EVEN POINT ANALYSIS ON PONDOK QUEENY GEPREK CHICKEN BUSINESS IN BENGKULU CITY

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ABSTRACT

Some geprek chicken businesses from the beginning of opening their business have never analyzed how much portion of the product should be made so that the business returns on investment, to achieve profit, it is necessary to plan so that the capabilities of the geprek chicken business can be deployed in a coordinated manner in achieving these goals. In order for the amount of profit to be easily determined, the geprek chicken business must first know what the break-even point is. The location of the study was determined purposively at Usaha Ayam Geprek Pondok Queeny Kota Bengkulu. The collection of respondents in this study was carried out purposively. This means that the selection of respondents is based on criteria developed in advance by the researcher. Data used Primary and Secondary. The stages that will be carried out in the data processing process are sales data, group goods according to the costs needed, determine fixed costs, determine variable costs (VC), calculate variable costs per portion, determine break . Production data in the geprek pondok queeny chicken business has fixed costs of Rp. 4,183,210 / month, and variable costs incurred of Rp. 13,879,000 with a total production of 2,574 portions. The variable cost per portion of geprek pondok queeny chicken is Rp5,391,99689 which is obtained from total variable costs divided by the number of sales in one month, geprek chicken is sold at a price per serving of Rp10,000. Based on the results of the Break Even Point (BEP) calculation, the minimum sales amount that must be obtained by the pondok queeny geprek chicken business to break even (BEP) is 907.814057 servings / month and for the break-even point of rupiah sales of geprek chicken products must be able to sell the same product results as Rp9,078,140.57 / month.

Keywords: Analisys Break Even Point, Business, Geprek Chicken

INTRODUCTION

In essence, every business that is established is nothing but to obtain profits that can be used for business survival and development in order to increase profit generation and maintain business continuity. The size of the profit obtained is often a measure of the success or failure of business management (Perdana., et al 2022). Therefore, entrepreneurs must plan and use existing resources optimally in order to achieve business goals. One of the tools that management uses in this regard is break-even analysis. Where this analysis provides information about the number of sales that must be achieved.

Break even point analysis is an analytical technique to study the relationship between fixed costs, variable costs, profits and volume or production capacity (Handayani., 2023) and (Sorongan., 2014). Break-even analysis is useful when several basic assumptions are met (Maruta., 2018). The issue of break even points is very important and greatly affects variable costs and fixed costs and becomes a measure to achieve

optimal production in order to obtain decent benefits in the future.

Break even point (BEP) is a condition where the business does not make a profit and does not experience losses or a point where the business can only cover fixed costs (Helvandari, et al 2022). Break even point analysis is a very important tool for entrepreneurs to find out the results of the production volume that must be produced to avoid losses to the business, or to plan the amount of profit to be obtained (Nadhiroh., et al 2022). In addition, analysis (BEP) is able to provide information to business owners about sales volume and its relationship with the possibility of obtaining profits according to the level of sales concerned so that it can influence decision making to increase capital or investment or possibly close the business (Putri et al., 2021). Sales can be one of the factors growing and the business becomes bigger, as well as for businesses that are just starting out (Selay et al, 2023).

The progress of a business depends on the attitude of entrepreneurs in managing their resources, and taking advantage of existing

opportunities, besides that an entrepreneur must also have vigilance against possible threats from competitors who will seize their market share, which results in reduced sales and profits that are quite influential on the survival or growth of the business. Establishing a business to obtain profits that can be used for business continuity (Amni and Indrayani., 2020).

Food business (culinary) is one of the businesses that has considerable growth potential. There are already many business actors who benefit from this culinary business. However, not a few culinary business actors have gone out of business or gone bankrupt (Wijana et al., 2015).

Geprek chicken business is one of the culinary that is very suitable for chili sauce enthusiasts. Various chili sauce creations that can be an attraction and uniqueness for a geprek chicken business. So that this culinary is considered practical and easy to find anywhere, especially in a crowded environment with people such as the campus environment, one of them. Basically, geprek chicken is chicken meat covered in wheat flour and then fried. After that, this chicken will be crushed and added with a plate of sambal ulek (Janan and Fira., 2022).

Some geprek chicken businesses since the beginning of opening their business have never carried out a comprehensive profit and loss calculation analysis and calculation of how many portions of products must be made so that the business returns investment by looking at the production factors or resources used, break even point analysis as a profit planning tool (Yulinda et al, 2022), to achieve these profits, it is necessary to compile a profit plan so that the ability of the geprek chicken business can be deployed in a coordinated in achieving these goals. In order for the amount of profit to be easily determined, geprek chicken business actors must first know what a break even point is (Simamora., 2022). Based on the background description above, the problem can be formulated in this study, namely what is the sales rate of geprek chicken to get a break even point?

METHOD

Location Determination Method

This research was carried out at the Pondok Queeny Geprek Chicken Business which is located at Jalan Rinjani, Jembatan Kecil Village, Singaran Pati District, Bengkulu City. The selection of research sites is done intentionally (Purposive). The study was conducted for one month from November 1 to November 30, 2023.

Respondent Determination Method

The technique of taking respondents in this study is Purposive. (Sugiyono, 2019). Purpose-driven is a technique for identifying respondents with certain considerations, meaning that the selection of respondents is based on criteria developed in advance by the researcher. As many as one respondent was selected with the criteria of respondents being people who have the most in-depth knowledge of the problem under study. This study focuses on the business of geprek pondok queeny chicken. Therefore, researchers gained additional understanding through the participation of chicken geprek pondok queeny business owners.

Types and Methods of Data Collection

The types of data used in this study are primary and secondary data.
1. Primary Data is a data source that directly provides data to the data collector. Primary data collection was carried out by observation in the field and interviews with guidelines (questionnaires) that had been prepared by researchers.
2. Secondary Data is a data source that does not directly provide data to the data collector. Secondary data are data obtained from literature, scientific books and other sources related to this research.

Required Data

The data needed in this study are as follows:
1. Cost data, used to see the amount of costs incurred during the geprek chicken business process.
2. Data on the sales of geprek chicken in one month is used to calculate revenue in each sale.
3. Data on the initial price of equipment, used to calculate depreciation cost as well as residual value against the equipment.

Variable Definition

The variables used in this study are as follows:
1. Price is the amount of money introduced for a particular product/service (Fadilah, 2020)
2. Selling price, which is the price set by the owner of the geprek chicken business
3. Sales volume, which is the number of sales per day issued according to the number of orders from consumers
4. Costs are cash and cash equivalents that are used to obtain benefits or profits in the future from sacrifices made in producing the desired goods or services (Dwi., 2015)

a.Fixed cost is a total cost that does not change even though there is a change in production or sales volume (Yuni et al., 2021)

b.Variable cost is the sum of the marginal costs of all units produced (Assegaf, 2019)

c.Depreciation cost, which is the cost of impairment on an asset in the form of buildings, machinery, and equipment

5.The break-even point is the point at which a business has not suffered a loss, but also has not made a profit, in other words equal to zero

Data Processing Methods

The stages to be carried out in the data processing process are as follows:

1. Sales data

Sales data is obtained from interviews with questionnaire guides and observations of how much sales are obtained during the month.

2. Group goods according to the costs needed

From all data that has been collected, a classification or classification of costs will be carried out based on the purpose of using these costs.

a. Determine Fixed Cost

Fixed Cost is a fixed cost of the costs incurred by the geprek chicken business.

b. Determining Cost (VC) Variables

Variable Cost is obtained from all expenses when doing a geprek chicken business.

c. Calculate variable costs per serving

Variable costs per portion are obtained after knowing the variables per month, where the variable per month divided by the number of sales in a month.

3. Determine the Break Even Point

a. Calculate BEP in portions
BEP portion =BT/(P-V)

Description:
P = Selling price per serving
V = Variable cost per serving
BT = Total fixed cost
Q = Sales quantity

b. Calculate BEP in rupiah
BEPRp =BT/(1-V/P)

Description:
BEPRp = Break even point (Rp)
(Sutrisno, 2000 : 158)

4. Contribution margin

To know each portion or unit of product sold will result in a certain amount of contribution margin that will cover fixed costs. The portion contribution method is a shortcut method where the contribution margin value must be known.

5. BEP Chart

The BEP chart is used to find out the.

RESULTS AND DISCUSSION

1. Geprek Chicken Business Production Data

The following is a table of production data for geprek pondok queeny chicken business in one month:

Table 1. Chicken Geprek Pondok Queeny Business Production Data / Month

Product Name	Fixed Costs	Variable Costs	Production (Portions/Month)	Variable Cost Per Portion	Selling Price (Portion)
Geprek Chicken	4.183.210	13.879.000	2.574	5.391,99689	10.000

Source: Primary Data Processed (2023)

Based on table 1 above, it can be seen that production data in the geprek pondok queeny chicken business has fixed costs of Rp. 4,183,210 / month, and variable costs incurred of Rp. 13,879,000 with a total production of 2,574 portions. The variable cost per portion of geprek pondok queeny chicken is Rp5,391,99689 which is obtained from total variable costs divided by the number of sales in one month, geprek chicken is sold at a price per serving of Rp10,000.

The break-even calculation in the Pondok Queeny geprek chicken business is used to find out how much the minimum sales point must be achieved by the business so as not to experience losses. The break-even point is calculated based on the number of servings and rupiah. The result will be a minimum of geprek chicken sold.

2. Calculating Break Even Point (BEP)

Break-even analysis is used to determine the sales revenue and product mix required to cover all expenses incurred during a given period (Ponomban,. 2013).

a. Break Even Point Portion

The following is the formula for obtaining Break Even Point Portions:

$$BEP\ portion\ = \frac{BT}{P-V}$$

$$BEP\ portion\ = \frac{4.183.210}{10.000 - 5.391,99689}$$

$$BEP\ portion\ = 907,814057$$

Table 2. Break Even Point Portion/Month

Cost Item	Total Cost
Fixed Costs (FC)	4.183.210
Variable Costs (VC)/ Portion	5.391,99689
Selling Price/ Portion	10.000
BEP Portion	907,814057

Source: Primary Data Processed (2023)

Based on table 2 above, it can be seen that the fixed costs incurred in the production process of geprek pondok queeny chicken amounted to Rp4,183,210 / month. While the selling price per portion of geprek chicken is IDR 10,000 and variable costs per portion are IDR 5,391,99689. Then fixed costs are divided by the resulting selling price minus variable costs per serving. This results in a break-even point of 907.814057 servings or rounded up to 908 servings each month.

$$BEPRp = \frac{BT}{1 - \frac{v}{P}}$$

$$BEPRp = \frac{4.183.210}{1 - \frac{5.391,99689}{10.000}}$$

$$BEPRp = 9.078.140,57$$

b. Break Even Point Rupiah

The following is the formula to obtain Rupiah Break Even Point:

Table 3. Break Even Point Rupiah / Month

Cost Item	Total Cost
Fixed Costs (FC)	4.183.210
Variable Costs (VC)/ Portion	5.391,99689
Selling Price/ Portion	10.000
BEP Rupiah	9.078.140,57

Source: Primary Data Processed (2023)

As for the calculation based on the amount of rupiah can be seen in table 3 above, the break-even point is calculated by dividing fixed costs by the contribution margin ratio. The calculation of the ratio is subtracting one by the result of dividing the variable cost per portion by the selling price. For the ratio of geprek chicken products, a value of 0.460800311 was obtained. After the fixed cost is divided by the ratio, the break-even point is obtained at Rp9,078,140.57. That is, if sales have reached Rp9,078,140.57 /

month geprek chicken products have succeeded in covering production costs.

3. Contribution Margin

The following is the formula for obtaining contribution margin:

Margin Contribution = Revenue – Variable Cost
= 25.740.000 - 13.879.000
= 11.861.000

Table 4. Contribution Margin / Month

Cost Item	Total Cost
Sales Revenue/Month	25.740.000
Variable Cost (VC)/Month	13.879.000
Contribution Margin/Month	11.861.000

Source : Primary Data Processed (2023)

Based on table 4 above, it can be seen that the cost of margin contribution to the Pondok Queeny geprek chicken business is obtained from reducing sales per portion of geprek chicken with variable costs per portion, where sales per portion of geprek chicken in one month amounted to 2,574 portions at a price per portion of Rp. 10,000 so that geprek chicken sales revenue was obtained

in one month of Rp. 25,740,000, while the variable cost per portion is Rp5,391,99689 multiplied by the total monthly production of 2,574 portions, then the variable cost in one month is Rp13,879,000. So that the contribution margin obtained in the geprek pondok queeny chicken business in one month is Rp25,740,000-Rp13,879,000 = Rp11,861,000. So it can be said

that the margin contribution cost can already cover the fixed costs in the geprek pondok queeny chicken business, where the fixed cost is Rp4,183,210. So the geprek pondok queeny chicken business gets a net profit of Rp11,861,000-Rp4,183,210 = Rp7,677,790 / month.

4. Break Even Point Chart

The break-even graphic has several important things, namely as long as the selling price exceeds variable costs (the contribution margin is positive), then more sales will benefit the chicken geprek business, either by increasing profits or reducing losses (Simamora,. 2012).

After obtaining the results of the Break Even Point calculation, the next step is to see the breakeven point of BEP in the graph, which is the meeting point between 2 lines, so that it becomes a meeting point that becomes the Break Even Point, as shown below.
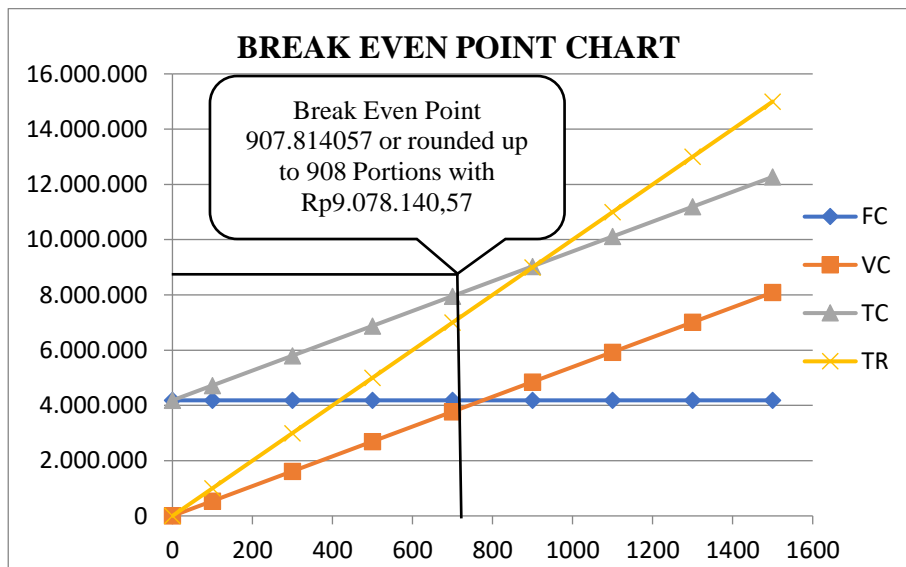

Figure 1. Break Even Point Chart of Pondok Queeny Geprek Chicken Business

The BEP chart shows that the BEP portion obtained in the sale of geprek pondok queeny chicken is 907.814057 portions or rounded up to 908 portions, while the BEPrupiah obtained is Rp9,078,140.57. This shows that geprek chicken sales have reached the breakeven point or Break Even Point (BEP). If a business in its production has reached the break-even point, it means that the business does not experience profits but also does not experience losses. When the sales of geprek chicken have reached the break-even point, the opportunity to get greater profits, with this break-even point graph we can find out the break-even point of a business that is lived and the profit of getting a business profit must increase its production.

A business is said to be feasible to run if the business provides profits. The chicken geprek pondok queeny business produces production above the break-even value, so this business is feasible. In Break even point analysis requires information about sales and costs incurred. Net profit will be obtained if the sales volume exceeds the costs that must be incurred, while the geprek chicken business will suffer losses if sales are only enough to cover some of the costs incurred, it can be said to be below the break-even point. Break even point analysis not only provides information about the position of the geprek chicken business in a breakeven state or not, but Break even point analysis is very helpful for management in planning and decision making. The purpose of break-even analysis is to determine the level of activity at which revenue from sales is equal to the sum of all costs incurred.

CONCLUSIONS

Based on the results of the Break Even Point (BEP) calculation, the minimum sales amount that must be obtained by the pondok queeny geprek chicken business to break even (BEP) is 907.814057 portions or rounded up to 908 portions, and for the break-even point of rupiah sales of geprek chicken products must be able to sell the results of the product equal to Rp. 9.078.140,57.

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