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ANALYSIS OF PRODUCTION COSTS AND BUSINESS FEASIBILITY OF PROCESSED AGROINDUSTRIAL PRODUCTS OF TIED WOVEN FABRIC MICRO SMALL AND MEDIUM ENTERPRISES (UMKM) IN PRINGASELA DISTRICT, EAST LOMBOK DISTRICT

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Abstract

The aim of this research is to analyze production costs, efficiency levels and feasibility of agroindustry home industry (UMKM) businesses in Pringgasela subdistrict, East Lombok district. This type of qualitative and quantitative descriptive research with a sample of 9 woven fabric home industry business units in Pringgesela sub-district whose samples were determined purposively.

Weaving craftsmen in Pringgasela District can produce 4-5 woven cloth per month, with an average price per unit of cloth ranging from IDR 350,000 to IDR 450,000. The average income received by weaving craftsmen a month is IDR 961,000. Woven fabric is one of the products processed by the MSME home industry which is quite efficient and worthy of being developed by the community, because in terms of the income obtained it is quite adequate and the business efficiency value is above one (E > 1) with an average acquisition value of 2.13 This means that economically this business is worth pursuing.

To increase income in marketing woven fabric products, it is necessary to take advantage of technological advances by marketing and promoting via social media (FB, Twitter, Website, Instagram) so that the wider public knows, saving costs and time. Considering that nowadays the use of smartphones in society is very high, wherever and whenever people can use the internet network.

Keywords: *Production costs, business feasibility, processed agro-industrial products*

1. INTRODUCTION

Background

Small and medium industry is one of the important sectors in the economy. This industry is also a breakthrough to increase economic growth in society. For the Indonesian economy itself, small and medium industries are able to support economic sustainability because they help the community's economic growth. And it is also hoped that the independence of the community or small and medium industry players will be able to reduce the unemployment rate if we look at the fact that job opportunities are increasingly limited and the number of workers who have not been absorbed continues to increase.

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Various types of products produced by small and medium industry players are of high quality. This is due to their desire to be able to compete in the market. Even though these business people are at the small and medium industry level, they consider quality and quality aspects before the goods they produce are marketed. Competitive market conditions are an aspect that cannot be ignored, they have to compete with large companies. One of the reasons small and medium industry players consider quality aspects is of course their awareness of consumers and potential consumers who are more selective before making purchasing decisions.

In the era of decentralization, regional governments are trying to develop SMEs in their regions as one of the efforts to encourage regional economic growth. We realize that the development of SMEs in the regions is very closely related to regional autonomy. Implemented regional autonomy means that regions have the opportunity to regulate their respective regions. Regional governments manage resources based on their local potential, including regulating regional SMEs. And in the East Lombok area, especially in Pringgasela District, one example of a small and medium industry is making Ikat Woven Fabric.

Woven fabric as one of Indonesian traditional arts is known as a rich cultural heritage not only seen from the techniques and various patterns and types of fabric made, but furthermore we can get to know the various functions and meanings of fabric in people's lives which reflect customs, culture and cultural habits, which lead to his identity as a component of the Indonesian nation.

Ikat weaving in Indonesia generally uses natural fiber fabrics such as cotton and silk, either woven manually by the community, especially housewives, weaving activities are carried out manually using a loom instead of a machine or with a simpler gedog loom. There are 3 types of ikat weaving in Indonesia, namely, ikat warp weaving (inland Sumatra, Kalimantan, Sulawesi, and NTT), ikat weft weaving (NTB, Aceh, South Sumatra, South Sulawesi, Central Sulawesi, Java and Bali), and weaving. double tie (Japan known as Tate-Yoko Gasuri, India known as Patola cloth, and Indonesia with Gringsing cloth originating from Tenganan, Karangasem, Bali)

West Nusa Tenggara is one of the areas that developed the Ikat Pakan Weaving tradition because it is located in coastal areas. Pringgasela District is one of the sub-districts in East Lombok Regency where most of the people make Ikat Pakan Weaving, especially in Pringgasela village. Pringgasela Village itself has approximately 420 weavers. These weavers developed a weaving tradition which is often called Weaving Sesek from generation to generation, the name sesek is taken from the origin of the sound when weaving "sek sek".

1.2. Research Problem

Based on the background description above, the research problems obtained are as follows:

1. How big is the production, production costs and income of the Ikat Woven Fabric home industry business for small and medium woven fabric industry craftsmen in Pringgasela District?
2. How is the feasibility of a woven fabric home industry business measured from the level of business efficiency?

1.3. Research Objectives

The objectives of this research are as follows:

1. Analyze the process of making Ikat woven cloth, production costs and home industry income in Pringgasela District, East Lombok.
2. Analyze the feasibility of a woven fabric business in Pringgasela District

2. LITERATURE REVIEW

Industrial Theory

Based on Law No. 3 of 2014 concerning Industry, specifically article 1 paragraph 2, industry is all forms of economic activity that process raw materials and/or utilize industrial resources to produce goods that have added value or higher benefits, including industrial services. Law number 3 of 2014 concerning industry has placed industry as one of the pillars of the economy and given a significant role to the government in encouraging the progress of national industry in a planned manner. This role is needed in directing the national economy to grow faster and catch up with other countries that were more advanced.

According to the Central Statistics Agency (BPS), industry is a business or activity that processes raw materials or semi-finished goods into finished goods that have added value to make a profit. Industry is also often interpreted as a group of companies that have similar products. Based on the business sector, industry is grouped into processing industry and industrial services.

Processing Industry is an economic activity that carries out the activity of changing basic goods mechanically, chemically, or by hand so that they become finished/semi-finished goods, and/or goods of less value into goods of higher value, and whose properties are closer to the final user. Included in these activities are industrial/makloon services and assembly work. Meanwhile, industrial services are industrial activities that serve the needs of other parties. In this activity, the raw materials are provided by another party, while the processor only carries out the processing in return for a certain amount of money or goods as compensation (maklon wages). Examples: tailors, sugar factories, flour factories, salons.

The Central Statistics Agency classifies the processing industry sector in Indonesia based on four categories based on the number of workers working in processing industrial companies without taking into account the amount of capital invested or the power of the machines used. The four categories are:

a. The home craft industry is a company or processing industry business that has 1-4 workers.
b. Small industries are companies or processing industry businesses that have 5-19 workers.
c. Medium industry is a company or processing industrial business that has 20-99 employees.
d. Large industry is a company or processing industry business that has 100 or more employees.

2.2. Understanding and Criteria for Small and Medium Industries (IKM)

A, Central Statistics Agency (BPS)

The Central Statistics Agency (BPS) defines Small and Medium Industries (IKM) as follows:

1) Small industry, namely an economic activity that carries out the activity of changing basic goods into finished/semi-finished goods and/or goods of less value

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into goods of higher value, which has a workforce of 5-19 people.

2) Medium industry, namely an economic activity that carries out the activity of changing basic goods into finished/semi-finished goods and/or goods of less value into goods of higher value, which has a workforce of 20-99 people.

According to the Ministry of Industry and Trade (Depperindag)

The Department of Industry and Trade (Desperindag) defines Small and Medium Industries (IKM) as follows:

1) Small industry, is an economic activity that processes raw materials, semi-finished materials and/or finished goods into goods of higher use and has an investment value of between Rp. 5,000,000,- (five million rupiah) to Rp. 200,000,000,- excluding land and business buildings.
2) Medium industry, is an economic activity that processes raw materials, semi-finished materials and/or finished goods into higher quality goods for use which has an investment of between Rp. 200,000,000,- to 10 billion, excluding land and buildings for business premises.

2.3. Production Theory

A. Production

Production is an activity carried out to add value to an object or create a new object so that it is more useful in meeting needs. Production is not only limited to manufacturing but also storage, distribution, transportation, retailing, and repackaging or others (Millers and Meiners, 2000).

Production is a process where goods and services called inputs are converted into other goods and services called outputs. There are many types of activities that occur in the production process, which include changes in the form, place and time of use of production results. Each of these changes concerns the use of inputs to produce desired outputs. Production can be defined as a process that creates or adds new value or benefits (Atje Partadiradja, 1979). Use or benefit implies the ability of goods or services to meet human needs. So production includes all activities creating goods and services (Ari Sudarman, 1999).

B. Production Factors

In a production, it cannot be separated from the production process. The production of the food and beverage industry requires various types of production factors, including capital, labor and raw materials. By using production factors in each production process, they need to be combined in certain quantities and qualities. The definition of production factors are the types of resources used and required in a production process to produce goods and services. The size of the goods and services resulting from the production is a function of production and production factors. Production factors can be classified into two types:

1. Fixed production factors (Fixed Input), namely production factors whose quantity does not depend on the amount produced. Input will always be there even if output falls to zero.
2. Variable production factors (Variable Input), namely production factors which can change in a relatively short time, according to the amount of output produced.

According to this definition, production includes all activities and does not only cover a very broad definition, production includes all activities and does not only include the manufacture of goods seen using production factors. The production factors referred to are various kinds of inputs used to carry out the production process. The factors of production can be classified into certain factors of production of labor, capital and raw materials. Activities that occur in the production process which include changes in the form, place and time of use of production results.

The types of raw materials according to Gunawan Adisaputro and Marwan Asri are:

1. Direct raw materials Direct materials are all raw materials that are part of the finished goods produced. The costs incurred to purchase direct raw materials are closely related and proportional to the number of finished goods produced.
2. Indirect raw materials. Indirect raw materials, also known as indirect materials, are raw materials that play a role in the production process but are not directly visible in the finished goods produced.

A. Production costs

Production costs are the burden that must be borne by producers in the form of money to produce a good/service. Determining production costs based on this definition requires accuracy because some are easy to identify, but some are difficult to identify. Production costs are defined as costs incurred in the acquisition and use of main raw materials and supporting raw materials, costs incurred to pay all employees, as well as other supporting costs such as transportation costs, maintenance costs, electricity costs.

Production costs are all expenses made by a company to obtain production factors and raw materials that will be used to create the goods produced by the company (Sukirno, 2011:208).

The following are the types of production costs according to Sukirno (2008):

a) Total Cost (TC)

Total Costs are the costs incurred for production activities. Total production costs or total costs (Total Cost) are obtained from adding up total fixed costs (Total Fixed Cost) and total changing costs (Total Variable Cost).
TC = TFC + TVC

b) Total Fixed Costs (TFC)

The total costs incurred to obtain production factors (inputs) that cannot be changed in quantity or costs whose amount is not affected by the number of goods produced. An example is the cost of renting a building, where regardless of the amount of output the company produces, the amount of building rent that must be paid is the same.

c) Total Variable Costs (TVC)

The total costs incurred to obtain factors of production that can be changed in number or costs whose amount depends on the number of goods produced. The more output, the higher the variable costs. An example of a variable cost is the purchase of raw materials.

d) Average Fixed Cost (AFC)

Average fixed costs are the total fixed costs (TFC) for producing a certain number of goods (Q) divided by the production quantity. Thus the formula for calculating average fixed costs or AFC is:
AFC = FC / Q

e) Average Variable Cost (AVC)

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Average variable costs are the total changing costs of producing a number of goods (Q) divided by the amount of production. Average changing costs are calculated using the formula:
AVC = TVC / Q

f) Average Total Cost (AC)

Average total cost is the total cost (TC) to produce a certain number of goods (Q) divided by the production quantity. The value is calculated using the formula below:
AC = AFC + AVC

g) Marginal Cost (MC)

Marginal cost is the increase in production costs incurred to increase production by one unit. Thus, marginal costs can be found using the formula:
MCn = TCn - TCn-1

For the purposes of planning and controlling costs as well as decision making, costs can be classified according to their behavior in relation to changes in the volume of activities which are grouped into three types, namely:

1) Fixed costs

Fixed costs are costs that are constant in total without taking into account changes in activity levels within a certain Relevant Range.

2) Variable costs

Variable costs are costs whose total amount changes in proportion to changes in the volume of activity. According to Nafirin (2004:203) Variable costs are costs whose amount changes in line with changes in the volume of activity but the cost per unit does not change even though the volume of activity changes. In other words, variable costs represent an amount per unit that remains relatively constant as activity changes within the relevant range. Variable costs can usually be assigned to departments fairly easily and accurately and can be controlled by supervisors at a given level of operations. Variable costs usually include raw material costs and direct labor costs.

3) Mixed costs

Mixed costs are costs that consist of semivariable costs and semifixed costs.

B. Income

Income is the amount of income earned by people for their work performance in a certain period, whether daily, weekly, monthly or annually (Sukirno, 2006). Rahardja and Manurung (2001) stated that income is the total income (money and non-money) of a person or household in a certain period. Based on these two definitions, it can be concluded that income is income received by society based on its performance, both monetary and non-monetary income during a certain period. Mankiw (2011) states that income is formulated as the result of multiplying the number of units sold and the nutrients per unit. When formulated mathematically, the results are:

TR = P x Q

Where: TR = total revenue, P=price, Q= quantity

2.4. Business Efficiency

Efficiency is a method used in the production process to produce maximum output. Reducing production expenditure as low as possible, especially raw materials, or can produce maximum production output with limited resources (Doll and Orazem, 1984).

Technical efficiency will be achieved if entrepreneurs are able to allocate production factors in such a way that high results can be achieved. Entrepreneurs increase their output by reducing the prices of production factors, and selling their results at high prices, so the entrepreneur carries out technical efficiency and price efficiency at the same time. This situation is often referred to as economic efficiency. Entrepreneurs carry out economic efficiency while also carrying out technical efficiency and price efficiency (Daniel; 2002).

The concept of efficiency from an economic aspect is called the concept of economic efficiency or price efficiency in production economic theory, generally using this concept. Viewed from the concept of economic efficiency, the use of production factors is said to be efficient if it can produce maximum profits. To determine the optimum production level according to the concept of economic efficiency, it is not enough just to know the production function. There is another condition that must be known, namely the ratio of input-output prices (Hanani: 2011).

2.5. Business Feasibility Analysis

Business feasibility analysis is an activity to assess the extent of benefits that can be obtained in carrying out an activity or business. Feasibility analysis is an activity that studies in depth about a business that will be run to determine whether or not a business is worth running (Kasmir & Jakfar, 2012). Business feasibility analysis or what is often called a business feasibility study is a research that discusses whether or not a business which is an investment project is feasible to run (Umar, 2009). According to Kasmir and Jakfar (2012), there are five objectives that require a business feasibility analysis to be carried out before the business is run, namely:

a. Avoid the risk of loss
b. Makes planning easier
c. Makes work easier
d. Makes monitoring easier
e. Makes control easier

According to Primyastanto (2011) there are several stages that are usually carried out in preparing a business plan in the form of a feasibility analysis, namely:

a. Analysis of possible business plans

This stage is the stage where the thing that must be done is identifying the business that will be implemented. The analysis carried out includes resource potential, carrying capacity, potential demand, etc.

b. Preliminary feasibility analysis

This stage involves identifying factors related to a business, including investment possibilities and analysis of investment concepts.

c. Preparation of feasibility analysis

The results of the implementation of the first and second stages are a picture that shows that a planned business has a chance of success, so a feasibility analysis is prepared by examining several aspects that are relevant or appropriate to the business being implemented in a certain period. The types of aspects that will be studied really depend on the needs and objectives.

According to Umar (2009) there are several aspects used in business feasibility studies, namely market aspects, internal aspects of the company, and aspects of competition and other external environments.

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RESEARCH METHODS

Types of Research

The type of research used in this research is qualitative descriptive research. This descriptive method describes the production process and production costs and the level of efficiency of micro, small and medium enterprises (MSMEs) for ikat fabrics in Pringgasela subdistrict, East Lombok district.

Location and Time of Research

This research was conducted in Pringgasela sub-district, East Lombok. The research object is MSME activists in the field of ikat woven fabric production in Peringgasela sub-district, East Lombok regency. This research was conducted from the beginning of May to the end of July 2022, starting with the process of data collection, processing and writing a final report.

Population

According to Sugiono (2010: 117) "Population is an area of generalization of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn."

Based on research conducted, the population of this study was the woven fabric teaching community in Pringgasela District, the sample of which was determined purposively as many as 9 IKM business units.

Data collection methods

The data collection technique used was interview and documentation techniques, where there was an interview session with a resource person who produces woven fabrics to dig up information related to the prospects for existing fabrics and weaves in Pringgasela subdistrict, East Lombok district.

Samples and Sampling Techniques

According to Ismayanto, a sample is part of the totality of research subjects or a part of the population which is expected to represent the characteristics of the population determined using certain techniques. Therefore, the sample used in this research is a total sample or saturated sample, namely a sampling technique when all members of the population are used as samples.

The samples in this research were women who make ikat fabrics in Pringgasela District, totaling 9 business units.

Data Collection Techniques and Tools

This research uses data collection techniques through interviews with sources who make woven fabrics, so that from the interview process several pieces of information are collected that can become data for development.

Data Types and Sources

This research contains primary data, where the data search process was carried out by directly interviewing the makers and producers of ikat woven cloth in Pringgasela subdistrict, East Lombok district.

Data Analysis Procedures

This research uses descriptive data analysis by providing a general description of the research objects that have been studied. Analysis was carried out qualitatively and quantitatively with the following analysis procedures:

1. Analysis of production costs in small and medium-sized ikat fabric industries in Pringgasela District.
2. Analysis of depreciation that occurs in the intermediate processing industry of ikat woven fabric agro-industry in Pringgasela District.
3. Analysis of business efficiency and feasibility as measured by the value of business efficiency in the production of ikat woven cloth in Prigggasela District.

RESULTS AND DISCUSSION

1. Respondent's Identity

Respondents from home industry businesses in the research area, in terms of age, are mostly of productive age, namely between 30 years old and the oldest is 60 years old and all respondents are female workers with the lowest level of education, elementary school (SD), junior high school (SMP). and the highest level of education is a high school (SMA) graduate. The average family responsibility of respondents is between 3 to 5 people, with quite a long work experience, namely between 10 years and 30 years. From the length of time they have been involved in the business, they are used to weaving work which was inherited from their parents' good families. .

Table 1.: Identity of weaving respondents in Pringgasela District

No.	Name	Age	Gender	Highest level of education	Family responcibilities	Length of business (Years)
1	Masruni	45	Women	Elementary school	4	10
2	Sahnim	60	Women	No school	5	30
3	Sum	46	Women	Elementary schoo	4	20
4	Gitania	31	Women	Elementary schoo	3	10
5	Ana Maria	30	Women	Senior high school	4	8
6	Aini	32	Women	Senior high school	5	10
7	Andriani	40	Women	Elementary schoo	3	20
8	Nurhayati	45	Women	Elementary schoo	5	25
9	Hini	36	Women	Junior high school	5	18

Data source: Research results

2. Production Process

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The production process of woven cloth carried out by the people of Makmur Village as a community of woven cloth activists is:

The steps for producing woven cloth in Makmur Village, Pringgasela District are as follows:

1. Straighten the threads to be woven as much as needed
2. Next, the thread that has been straightened or straightened is dipped in the natural dye that has been provided, soak it for several hours until the color is completely absorbed.
3. After the thread that has been dyed has blended with the natural color that has been given, then lift the thread.
4. The next step is the process of drying the yarn, by drying it in the sun for 2 hours.
5. After drying, the thread that has been dyed will be rolled using pieces of wood or in Sasak language, "Gontor".
6. After tying, the next stage goes to the exploratory stage or assembling the woven fabric threads so that they form the desired motif patterns.
7. The next step after designing the motif or exploring it, usually the time spent on making this part is 1 week.
8. Then after completion, the weaver will usually start the weaving process, usually the time spent carrying out this weaving process is a maximum of 2-3 weeks.
9. Finally, after entering the weaving stage, the woven cloth production process is usually complete, the final part is just cutting out the parts of the thread that are not neat enough, and the woven cloth is ready to be marketed.

Photos of Weavers in Pringgasela District

3. Product Marketing

Most manufacturers market Pringgasela woven fabric products by selling directly to consumers. Usually the process is carried out by many consumers placing orders to have woven fabric made. And some of the respondents who were interviewed carry out marketing by selling to collectors to make sales or marketing easier. The prices offered by each respondent or producer who was interviewed set prices at varying prices depending on the level of difficulty of making the woven fabric itself. Some sell it for around Rp. 350,000-Rp. 500,000. This price is applied according to the length of the process carried out by the weaver to produce the woven cloth itself.

4. Production

The production of woven cloth is carried out in one month, usually the weaver or producer produces 3-4 units of woven cloth. This is obtained depending on the size and ease of the process of making woven fabric.

1. Production Costs

a. Fixed Costs include equipment costs and depreciation of production equipment

b. Variable costs include raw material purchasing costs, labor wages and product packaging costs, and marketing costs.

c. Total costs, all costs incurred in the woven fabric production process.

Production equipment and materials

Table 2.. Prepare materials and tools for the weaving process which consists of:

No	Ype of tool	Quantity/Unit
1.	Jajak	2
2.	Tuktukan	1
3.	Belida	1
4.	Suri	2
5.	Penggolong	1
6.	Apit	2
7.	Lekot	1
8.	Gelebis	1
9.	Pelombok Gurun	1
10.	Lidi	1
11.	Lelangan	1
12.	Peleting	1
13.	Teropong	1
14.	Selengkae	1

Data source: Research results

The production process that researchers can conclude from the 9 respondents who have been interviewed is as follows: the equipment used is still simple, namely hand woven is done by hand and the materials used in this production process can be obtained around their place of business, including yarn, fabric dye. 3, Production and production costs

The woven fabric production process requires several input materials that can be purchased directly and purchasing these inputs is a cost that is incurred at any time to fulfill the desired production amount. To find out how much product is produced and the production costs incurred in the process of making woven fabric, see the following table:

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As contained in the data attachment, we can describe that the production that can be made by producers in 1 production is: Respondent 1 is 5 units with a price per unit of IDR 450,000, respondent 2 is 6 units with a price of magic cloth of IDR 350,000 per sheet, respondent 2 is 3 as many as 5 units, with a price per unit of Rp. 350,000, respondent 4 as many as 4 units with a price per unit of Rp. 350,000, respondent 5 as many as 6 units with a price per unit of Rp. 400,000, respondent 6 as many as 5 units with a price per unit of Rp. 350,000, respondent 7 as many 4 units at a price of IDR 400,000 per unit, respondent 8 had 5 units at a price per unit of IDR 300/000, and respondent 9 had 4 units at a price of IDR 350,000 per unit of cloth.

4.2. Production Costs

Production costs are costs incurred by woven fabric craftsmen while producing woven fabric. These production costs start from the cost of equipment used to produce woven fabric, transportation costs, promotional costs if any and the costs of materials incurred during the woven fabric production process, which consist of:

Fixed Costs and Variable Costs

In the research process that we carried out, based on information from several respondents that we have interviewed, the fixed costs or depreciation obtained in producing woven fabric from the 9 respondents that we have researched are as follows:

Based on the attachment that we have processed, the following data reports on fixed costs or depreciation of production equipment processed by the MSME woven fabric industry in Pringgasela sub-district:

Based on the data that the researchers obtained, the following is an attachment of variable cost data contained in the production process of the woven fabric industry in Peringasela subdistrict from 9 respondents who have been interviewed to be able to analyze the income and expenses obtained by woven fabric producers in Pringgasela subdistrict.

Table 3. Fixed Costs, Variable Costs and Total Costs

No	Respondent's Name	Fixed Cost (Rp).	Variable Cost (IDR).	Total Cost (IDR)
1.	Masruni	32.028	.1.167.972	. 1.200.000
2.	Ibu Sahnim	27.795	1.072.205	.1.100.000
3.	Ibu Sum	23.680	676.320	700.000
4.	Gitania	27.722	.672.278	.700.000
5.	Ana Maria	42.527	. 1.057.473	1.100.000
6.	Aini	92.388	. 907.615	.1000.000
7.	Andriani	72.472	. 427,528	. 500.000
8.	Nurhayati	36.944,	563.056	.600.000
9.	Haini	26.999	400.000	.500.000

Based on the variable cost data above, the variable cost data for woven fabrics incurred by 9 respondents, the total is contained in the attached data above, where the highest production cost achievement was IDR 1,200,000- and the lowest production cost was IDR 427,000,- The data above illustrates Cost variables that vary between respondents are greatly influenced by the size of the woven fabric units produced.

1. Analysis of Business Income

Based on the results, it is known that the processed data that researchers have carried out shows that the total income of producers in producing woven cloth in the Peringgasela sub-district carried out by women in the prosperous village of the Pringgasela sub-district, East Lombok district is as follows:

Table 4. Data on Production, Prices and Business Income for the Home Woven Fabric Industry

Based on the variable cost data above, the variable cost data for woven fabrics incurred by 9 respondents, the total is contained in the attached data above, where the highest production cost achievement was IDR 1,200,000- and the lowest production cost was IDR 427,000,- The data above illustrates Cost variables that vary between respondents are greatly influenced by the size of the woven fabric units produced.

Table 4. Data on Production, Prices and Business Income for the Home Woven Fabric Industry

No.	Name Respondent	Production (Q)	Price (P)	Revenue TR=(Qxp)	Total Biaya(TC)	H=TR-TC
1.	Masruni	5	Rp. 450.000	Rp.2,250.000	Rp.1.200.000	Rp .1.050.000
2.	Sahnim	6	Rp.350.000	Rp.2.100.000	Rp.1.100.000	Rp .1.000.000
3.	Ibu Sum	5	Rp.350.000	Rp.1.750.000	Rp. 700.000	Rp.1.050.000
4.	Gitania	4	Rp.350.000	Rp.1.400.000	Rp. 700.000	Rp. 700.000
5.	Ana Maria	6	Rp.400.000	Rp.2.400.000	Rp.1.100.000	Rp.1.200.000
6.	Ibu Aini	5	Rp.350.000	Rp.1.750.000	Rp.1000.000	Rp . 750.000
7.	Andriani	4	Rp.400.000	Rp 1.600.000	Rp .500.000	Rp.1.100.000
8.	Nurhayati	5	Rp.300.000	Rp.1.500.000	Rp. 600.000	Rp 900.000
9.	Ibu Haini	4	Rp.350.000	Rp.1.400.000	Rp .500.000	Rp. 900.000

As contained in the data attachment, we can describe that the production that can be made by producers in 1 production is: Respondent 1 is 5 units with a price per unit of IDR 450,000, respondent 2 is 6 units with a price of magic cloth of IDR 350,000 per sheet, respondent 2 is 3 as many as 5 units, with a price per unit of Rp. 350,000, respondent 4 as many as 4 units with a price per unit of Rp. 350,000, respondent 5 as many

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as 6 units with a price per unit of Rp. 400,000, respondent 6 as many as 5 units with a price per unit of Rp. 350,000, respondent 7 as many 4 units at a price of IDR 400,000 per unit, respondent 8 had 5 units at a price per unit of IDR 300/000, and respondent 9 had 4 units at a price of IDR 350,000 per unit of cloth.

From the attached data above, we can see the total net income from woven cloth production obtained by each woven cloth producer in the prosperous village of Peringgasela sub-district during 1 production period with the total quantity and selling price given as in the data in table 3 above. Meanwhile, the average income of respondents is IDR 961,000 a month and the average production is 5 units of woven cloth a month.

Feasibility

Based on the research and data analysis that has been carried out, it can be seen that the production of woven cloth is one of the SME home industry productions that is quite efficiently developed by the community, because in terms of the income obtained it is quite adequate for the total expenditure incurred. This means that there is a profit obtained by the producer for every unit of woven fabric produced.

Table 5. Home Business Efficiency for Woven Fabric Products Industry

No	Name Respondent	Total Revenue (TR) (IDR)	Total Cost (TC) (IDR)	Efficient R/C Rasio = TR/TC
1	Masruni	.2,250.000	.1.200.000	1,875 efficient
2	Sahnim	.2.100.000	.1.100.000	1,909 efficient
3	Ibu Sum	.1.750.000	. 700.000	2.5 efficient
4	Ibu Gitania	.1.400.000	. 700.000	2 efficient
5	Ana Maria	.2.400.000	.1.100.000	2,182 efficient
6	Ibu Aini	.1.750.000	.1. 000.000	1,75 efficient
7	Andriani	1.600.000	.500.000	3.2 efficient
8	Nurhayati	.1.500.000	600.000	2,5 efficient
9	Ibu Haini	1.400.000	500.000	2,8 efficient

Source: Processed data

The average efficiency value of agro-industry businesses of MSME actors is above 1 (E > 1) meaning that every additional unit of cost used in the production process will provide additional income above one unit. As with the four respondents, Mrs. Gitania, with a business efficiency value (R/C Ratio = 2), in other words, every additional production cost of IDR 1 will provide an additional income of 2 times, then Mrs. Haini's woven fabric processing industry business is said to be worth pursuing because still provides benefits.

Business efficiency can also be seen from several things, including:

1. The profit system obtained in the production of woven cloth is sufficient to increase the income of MSME players.
2. The process of making woven cloth does not tire the craftsmen too much, because the production process can be done as a side job for mothers in Pringgasela District.
3. From the expenses incurred in accordance with the income that will then be generated by the women of Makmur Village, Pringgasela District.

Based on the analysis of the data that we have obtained, we can conclude that the production of woven cloth is one of the MSME agro-industrial businesses that is worthy of development, because apart from being a forum for preserving local village culture, the production business. This woven cloth can also be used as a livelihood by women who make woven cloth in Peringgasela village. This can also be said to be worthy of being developed as a business for the Peringgasela village community. Because this business can help improve the economy of the community in Makmur Village, Pringgasela District, East Lombok Regency.

CONCLUSIONS

Based on the results of data analysis and discussion, the following conclusions can be drawn:

1. Weaving craftsmen in Pringgasela District can produce 4-6 woven cloth per month, with an average price per unit of cloth of IDR 350,000.
2. The average income received by weaving craftsmen in Pringgasela District, East Lombok Regency is IDR 961,000. /per month.
3. Woven fabric is one of the products processed by the MSME home industry which is quite efficient and worthy of being developed by the community, because in terms of the income obtained it is quite adequate and the

   business efficiency value is above one (E > 1) with an average acquisition value of 2 .63 means that economically this business is worth pursuing.

4. Utilize technological advances by marketing and promoting via social media (FB, Twitter, Website, Instagram) so that the wider public knows, saving costs and time. Considering that nowadays the use of smartphones in today's society is very high, wherever and whenever people can find out about this product.

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