

## Business Feasibility Study Analysis in Islamic Economics Review (Study of Marketing and Operational Management Aspects in the Mischa Crackers Industry in Kampung Melayu District)

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**ABSTRACT.** The purpose of this writing is to find out how the feasibility of business in the Mischa cracker industry in Islamic economic review in the aspects of marketing and operational management. To find out this, researchers used descriptive qualitative methods with data collection techniques and used observation, interview, and documentation methods. From the results of research and discussion, it is found that it has met all the criteria for business feasibility in marketing and operational management aspects when viewed based on general economic concepts. When viewed from an Islamic point of view, the marketing aspect still has business information defects, but the business can be said to be Islamically feasible when viewed from operational management.

**Keywords:** Business Feasibility Study; Marketing Management; Operations Management;

## INTRODUCTION

Islam is a comprehensive system of life, which regulates all aspects, both social, economic, and political as well as spiritual life. Islam is a perfect religion and has its system for dealing with life's problems, both material and non-material. Therefore, economics as an aspect of life is of course also regulated in Islam. This can be understood as a perfect religion, it is impossible for Islam not to be equipped with an economic system and concept. A system that can be used as a guide for humans in carrying out economic activities. A system whose outline is regulated in the Koran and Sunnah.

In economics, a business is an organization that sells goods or services to consumers or other businesses, to make a profit. Historically, the word business comes from the English language business, from the basic word busy which means "busy" in the context of an individual, community, or society. In other words, busy doing activities and work that brings profit.

Business activities are part of the life of the ummah because humans living in society are interdependent, and need each other. No human being can prepare all his life's needs. A person's lack of ability to provide the necessities of life can be covered by other people who can provide it through trading (business) activities.

The development of the business world is currently advancing very rapidly. Various forms of business can be found in everyday life. Doing business can be an opportunity to get a better life and business activities can be carried out by anyone who intends to do it. In today's era, if someone can

see opportunities to do business then that person can be successful because of the business they are involved in.

Thus, business activities are a human civilization that is as old as human existence on this earth. In reality, business is also a field of livelihood that is chosen by many community members. This fact is positively correlated with the following hadith of the Prophet Muhammad SAW:

"Nine out of ten doors of sustenance are found in trading and one tenth in livestock" (H.R. Ibnu Manshuur).

Business activities influence individual, social, regional, and international levels of life. The success and progress of a business depends on the sincerity and perseverance of the business people. Business actors and consumers in business activities both have needs and interests. Business actors must have responsibilities towards employees, consumers, shareholders, communities, and the environment in all aspects of company operations. For this reason, it is necessary to have rules and values that regulate these activities, so that no party is exploited, especially consumers.

Business goals are an important point before starting to run a business. The old paradigm that aims to maximize profits and stakeholder value has had negative consequences. Business appears to be something greedy, selfish, and evil (Mackey 2007). Business goals will be followed by making decisions regarding capital investment through analysis or business feasibility studies.

According to Rival (2012), a proper business according to Islam is a halal business, namely a business that fulfills the halal concept both in terms of the type of business and the way it is run. Based on the following verses of the Al-Quran:

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ ﴿١٣٢﴾

Meaning: O you who believe! Eat of the good provisions We have provided for you and give thanks to Allah, if you only worship Him.

Business feasibility analysis has a very important role in determining whether a business plan is feasible or not to be realized. A business feasibility study is a study that aims to measure a business location. This study focuses on potential problems. A business feasibility study can also be used to calculate the possibility of the business being able to compete and survive among other competitors, while also being able to see the possibility of future business development from various aspects. The hope is that the business that will be run will last a long time and be far from potential losses. Not only identifying potential problems, feasibility studies also discuss how to solve these problems. For example, issues regarding operations and how business marketing will run in the future. In principle, the results of the business feasibility study can be used as follows:

1. Starting a new business, for example opening a shop, building a factory Industry, establishing service companies, and opening other trading businesses.
2. Develop existing businesses, for example, to increase factory capacity, expand business scale, replace equipment or machines, add new machines, and expand business scope.
3. Choose the most profitable type of business or investment (project), for example, trading business options, goods or services business options, manufacturing or assembly.

Feasibility means that the analysis carried out in-depth will produce conclusions that determine whether the business that will be or is being run will provide greater benefits than the costs incurred. In other words, it is feasible to have a significant meaning financially and non-financially by the goals to be achieved which can be enjoyed by not only the running company but also investors, creditors, the government, and the wider community.

The role of small industry in the national economic map cannot be underestimated. Small industry is a business sector that absorbs a lot of labor, so it can reduce the government's burden in dealing with unemployment. The small industry is also able to overcome population problems. The development of small industries in rural and suburban areas will at least have the impact of a more even population distribution (Tara, 2001). Industrial development as part of long-term economic development efforts is aimed at creating a stronger and more balanced economic structure. For this reason, the industrialization process is further strengthened to support the development of industry as the main driver of economic improvement and expansion of employment opportunities. Another role of the processing industry will be to spur and elevate the development of other sectors such as the agricultural and service sectors. For example, the rapid growth of the industrial sector will stimulate the growth of the agricultural sector to provide raw materials for industry. With this industry, it is also possible to develop other sectors, such as trade, services, and so on.

One industry that has been running for a long time and is still in great demand among consumers is crackers. Crackers are one of the typical foods of Indonesian society which is liked by children and adults, they are liked as snacks or side dishes, crackers are not only consumed by urban people but are also a daily food in rural areas, crackers have a taste. delicious food at relatively cheap prices, and in economic conditions like these it has proven that the industry is more able to survive amid crisis conditions.

Crackers or crackers are snacks made from tapioca flour mixture mixed with flavoring ingredients such as shrimp and fish. The name for crackers in several countries, including krupuk/kerupuk/kropoek in Indonesia, keropok in Malaysia, Kroppek in the Philippines, bánh phồng tôm in Vietnam, is a snack in several Asian countries (Anonymous, 2010). Crackers have a crisp texture and are used as a snack, a complement to various Indonesian foods such as fried rice, gado-gado, soto, raw, chicken porridge, and others and people even consider crackers as a daily side dish. Crackers are usually sold in packages that have not been fried (raw crackers) or in packages that have been fried (cooked crackers). There are two types of crackers known to the public, namely crackers with vegetable raw materials (such as cassava crackers, onion crackers, puli crackers, tempered, rengginang, gendar crackers, aci crackers, kemplang, rengginang, emping melinjo, and crackers with added animal food ingredients (such as shrimp crackers, fish crackers, and skin rambak crackers).

Crackers are a snack that is generally made from processed tapioca flour or wheat flour which is usually mixed with flavoring ingredients in the form of fish or shrimp. Crackers are usually made in a certain shape which are then cut into thin strips or with a certain thickness which are then dried and then fried in hot oil before being served and ready to eat. Processed crackers themselves can now be processed into various other processed forms apart from just being eaten in a fried finished form which is usually used as a side dish for other dishes.

One of the cracker businesses in Kampung Melayu District is Mr. Rohman's Mischa cracker business. Mr Rohman's Mischa cracker business has been running for quite a long time. Mr. Rohman's Mischa cracker business produces 2 types of crackers and is marketed by traders who work with Mr. Rohman.

Based on the background above, the author is interested in conducting research that discusses "Analysis of Business Feasibility Studies in Islamic Economic Review (Study of Marketing and Operational Management Aspects in the Mischa Crackers Industry in Kampung Melayu District)".

## **METHOD**

### **Types and Research Approaches**

This type of research is field research. In simple terms, the field research observation method can be defined as directly conducting observations to obtain the necessary information, for example when researchers want to examine how the role of opinion leaders in a certain tribe leads their audience to believe certain things. This uses the field research method to obtain accurate and definite results, where researchers live, socialize, and carry out other social activities to obtain appropriate conclusions from what is in the field.<sup>13</sup>

The approach used in this study is qualitative. Qualitative research methods are research methods that are based on the philosophy of postpositivism. <sup>14</sup> In this research, theory verification and theory testing will be tested which will be analyzed and then proven regarding the truth of the applicable theory. Researchers will describe the results using a qualitative descriptive method, namely a research format carried out using case studies that focus on a particular unit.

### **Time and Place of Research**

This research starts in January 2023. The location of this research is at Mr. Rohman's Mischa cracker business in Kampung Melayu sub-district, Bengkulu regency.

### **Research Informant**

The informants who will be interviewed in this research are cracker business owners and employees at the Mischa cracker business in Kampung Melayu District. The technique for selecting research information is purposive sampling. Purposive sampling is a non-random sampling method where researchers ensure that illustrations are quoted through a method of determining a special identity that is suitable for the research objectives so that they are expected to be able to respond to the research case. <sup>15</sup> The informants who will be interviewed in this research are 6 informants, namely: 1 owner of the Mischa cracker industry, 2 production employees, and 3 trading employees in the Mischa cracker industry.

### **Data Source**

#### **a) Primary Data**

Primary data in this research was obtained from direct interviews with informants in this research, namely the owners and employees who work in making Mischa crackers in the Kampung Melayu subdistrict.

#### **b) Secondary data**

Secondary data in this research was obtained indirectly through literature originating from the media, in the form of documents, books, previous theses, journals, and those related to the research to be studied.

### **Data collection technique**

Here researchers use data collection techniques which are carried out by triangulation (combination). Triangulation is checking data from various sources in various ways and at various times.

#### **a) Observation**

Observation is the observation of an object being studied either directly or indirectly to obtain data that must be collected in research. Directly is field immersion and indirectly is observation assisted by the media. Observation is direct observation of an object to determine the existence of

the object, situation, context, and meaning to collect research data. By conducting observations in the field, researchers will be better able to understand the context of the data in the overall social situation they are facing. By going directly to the field, researchers will get a more comprehensive picture because researchers will not only collect data but will also be able to feel the social atmosphere being studied.

#### b) Interview

An interview is a conversation with a specific purpose. The conversation is carried out by two parties, namely the interviewer who asks questions and the interviewee who provides answers to those questions. In this research the author will use unstructured interviews. This interview is very different from a structured interview in terms of when to ask questions and how to provide responses, namely this type is much more rhythm-free. Informants usually consist of those selected because of their unique characteristics. Usually, they have knowledge and depth of the situation, and they are more likely to know the information needed.

#### c) Documentation

Documents are records of past events. Documents can be in the form of writing, images, or monumental works by someone. The reason for using this technique is because it can be used as physical evidence in research. Documentation is used to obtain data in the form of archives or documents to complete the required data.

### Data analysis technique

Data Analysis Technique After the data was obtained from the field through interviews with research informants. In this case, the researcher will analyze the data at a later date using descriptive analysis techniques where the researcher will describe the research results related to the research variables. The explanation of the research results will use descriptions using standard and universal language and avoid too much language which can lead to the results of the descriptive analysis later causing the reader to not understand the results of the data analysis. In particular, researchers use the case method which is more often used to find new ideas regarding relationships between variables.

## RESULTS AND DISCUSSION

### Feasibility of the Mischa cracker-making business in Kampung Melayu District

#### 1. Marketing Aspect

From the results of research and interviews conducted by the author with cracker factory owners, it was found that the marketing aspect carried out by Mr Rohman regarding market segmentation, market potential assessment and the marketing mix carried out were by business feasibility standards. At the beginning of 2002, Mr. Rohman determined the price for their cracker products, not necessarily by looking at market segmentation, but only by taking into account the price of raw materials. If the raw materials went up, they would deal with the increase in raw materials by reducing the size of the crackers and if the raw materials had returned to normal then the size of the crackers will return to normal.

"In determining prices, of course we are very fixated on the price of raw materials. In the past, the price of raw materials was still cheap, the size was much bigger than now. Apart from raw materials, we also look at the market prices of other factories."

The selling price of crackers produced by Mr. Rohman's Mischa cracker factory can be categorized according to the existing market segmentation because several factories also produce

similar crackers which also have the same price, and Mr. Rohman has to adjust the selling price of his crackers to the selling price of competitors.

The promotional strategy that Mr. Rohman applies is only through word of mouth and his traders. Mr Rohman's traders visited stall owners and restaurants who had been his customers for a long time.

From the results of the interview conducted by the researcher, Mr Rohman, there was no online media in implementing the promotions carried out.

"Until now, I haven't used anything like that, selling on the internet because I don't understand social media technology, at most that's the only media we explained earlier."

To distribute his products from the factory to the market, Mr. Rohman has couriers or trade employees. This dang employee distributes the products to stalls and several restaurants.

In terms of products, Mr. Rohman always provides the best of his production to be marketed. Because for Mr. Rohman, when the products marketed are of high quality, consumers will be satisfied and will return to buy the crackers they produce, and so far no consumers have complained or submitted complaints about The crackers produced by Mr. Rohma because Mrs. Lestari's tofu is marketed as the best tofu from Lestari's tofu factory.

## 2. Operational Management Aspects

From the results of the interview with Mr. Rohman as the owner of the cracker manufacturing factory, before they built the factory, they carried out an analysis of the location of the tofu blind business, the analysis they carried out was about strategic analysis or whether the place was suitable to be used as a cracker factory.

So before setting up the factory, Mr. Rohman carried out an analysis of the layout of the production equipment for his cracker-making operations for comfort and safety.

"From this layout, we just have to adjust it, from the place where braided crackers are made, in the left corner next to the place where yellow crackers are made. The right side is specifically for the frying furnace, steaming furnace, and cracker oven. "For the layout of drying crackers, we only use the space in the front yard of the factory, because we have a factory attached to a house too, so we just make use of the drying line as much as we can."

The source of the raw materials used in making crackers is obtained from the nearest sago shop, which is plentiful and easy to find in the surrounding area.

"We already have our raw materials delivered here directly from the sago shop we subscribe to, so we just have to order them. "For other materials such as plastic wrappers for crackers, we usually get them from the nearest market."

In producing crackers, the technology used is partly human power and partly using machines. Even though the technology used by Mr. Rohman is still limited, it can still meet the desired market needs.

"There's only one machine, that's the braided cracker machine. We already use electricity, even though it's still manual printing, but the yellow cracker machine only uses a dough mixer and a steaming pan. For

The most important equipment for frying crackers is that we need a blower machine for the fire because frying crackers requires hot oil, but we still use firewood, so this blower is very helpful to keep the fire big. "As for other equipment, we have a container for drying crackers made from woven bamboo. We call it ebek. We also dry it on poles that we make ourselves from bamboo."

From the information that researchers obtained from sources, this cracker factory has received a permit for establishment by the government, this permit has been around for a long time, Mr.

Rohman, because what is produced is food, they consider it very important to have a permit for the establishment of this factory.

"Thank God it's here, we produce food, so we've already gotten a permit a long time ago."

From the results of the interview with Mr Rohman, Mr Rohman's production system employs trained workers. Mr. Rohman, before recruiting employees, always trains his employees to be able to produce crackers well.

"In my opinion, I understand and am skilled in operating the production of these crackers, because before we employ these employees, they are trained first so that in the future they don't have to be accompanied by me. 1 employee for printing yellow crackers, and another employee is responsible for the process of preparing the materials ready for drying, while I do the rest of the operation. So now they can be said to be experts because they have worked with me for quite a long time."

### **Review of the Islamic Economic Perspective on the Feasibility of the Mischa Cracker Making Business**

#### **1. Production in Islam**

According to researchers, Mr. Rohman's cracker production activities fulfill Islamic values and principles in production, namely:

##### **a. Trust to realize maximum mahlahah**

Mr. Rohman's cracker production is in accordance with this principle where the use of raw materials, production equipment, and human resources required is by Islamic principles.

"We already have our raw materials delivered here directly from the sago shop we subscribe to, so we just have to order them. "For other materials such as plastic packaging for crackers, we usually get them from the nearest market."

"Because our business is considered a family business and there are still only 2 traders, we have to adjust, for now, we have enough with 2 employees with the help of myself and my wife."

##### **b. Professionalism**

Every Muslim is required to become a professional producer who has competence in his field, which means every matter is handed over to experts. This implies that every producer must have standard skills and prepare their workforce to meet minimum standards to carry out production activities. In the production process, Mr. Rohman as the business owner is competent in the principles of production professionalism in Islam.

"In my opinion, I understand and am skilled in operating the production of these crackers, because before we employ these employees, they are trained first so that in the future they don't have to be accompanied by me. 1 employee for printing yellow crackers, and another employee is responsible for the process of preparing the materials ready for drying, while I do the rest of the operation. So now they can be said to be experts because they have worked with me for quite a long time."

##### **c. Over-the-clock learning for efficiency**

The minimum standard capabilities possessed by the workforce indicate that the workforce must continue to learn to improve their work efficiency. In the production process, the employees that Mr. Rohman employs have good experience in their fields and have the desire to continue to learn better about the innovations that will be implemented.

Islamic production principles, motivation must be based on faith. Mr. Rohman in running his cracker factory applies this, Mr. Rohman does not only pursue multiple profits, but Mr. Rohman

only gets a reasonable level of profit, and is always honest, trustworthy, and selfless in running the cracker factory. Mr. Rohman carries out his cracker production based on the principle of benefit and benefit where the products produced there must be able to bring benefits to other people in the sense of consumers who will buy their products and of course also in producing crackers they must bring benefits to consumers by paying attention to every detail of the manufacturing process. the.

Mr Rohman's cracker production places great importance on their quality in producing interwoven and yellow crackers, this is in line with marketing in Islamic economics because in Islam it is not only profit that we seek but also *maslahah* for the people or here for consumers, with good quality Mr. Rohman is in line with Islamic economic principles, and marketing he always behaves honestly, never cheats in carrying out transactions, such as reducing the count of the number of crackers purchased by buyers. With treatment like this, buyers or consumers will be happy to buy crackers at Mr Rohman's Mischa cracker factory.

## 2. Marketing in Islam

The principles of Islamic marketing according to Abdullah Gymnastiar and Hermawan Kertajaya from the results of the author's interviews with business owners are as follows:

### a) Be fair

Basically, competitors will enlarge the market, because without competitors the industry cannot develop and these competitors need to be followed, which ones are good and which ones are bad, where good competitors need to be imitated. In this case, Mr. Rohman pays close attention to competitors with similar products to maintain fair market stability for consumers.

"In determining this, from me as the producer, of course, we will first look at the market price, because if possible we can ensure that it doesn't make it too expensive for buyers, so from the market price we will then look at the price of raw materials if for example, the price of raw materials is on the rise. Yes, at least the size of the crackers has been reduced."

### b) Responsive to change

There are always changes in industrial activities, so business steps will continue to change to adapt to the market. Increasingly fierce competition cannot be avoided, the flow of globalization and technology will make customers smarter and more selective so if we are not sensitive to change we will lose customers. Unfortunately, in this case, Mr. Rohman has not utilized the latest technology in his marketing.

"Until now, I haven't used anything like that, selling on the internet because I don't understand social media technology. At most, that's our only media, just word of mouth."<sup>28</sup>

### c) Do the best in terms of product and price

In the Islamic marketing concept, it is not permissible to sell bad goods at high prices, this is because Islamic marketing is fair marketing where the price is by the goods/products. In this case, if the price of raw materials for Mr. Rohman's product is soaring, they will work around this by reducing the size of existing crackers to maintain the stability of the market price sold.

"In determining this, from me as the producer, of course, we will first look at the market price, because if possible we can ensure that it doesn't make it too expensive for buyers, so from the market price we will then look at the price of raw materials if, for example, the price of raw materials is on the rise. Yes, at least the size of the crackers is the only thing that matters."<sup>29</sup>

### d) Willing and willing and there is a right of *khimar* to the buyer (the right to cancel the transaction)

Based on this principle, marketers who get customers must maintain good relationships with them. And it is ensured that customers are satisfied with the services provided so that customers



become more generous. From Mr Rohman's experience, existing customers are quite satisfied with the service provided by Mr Rohman.

"So far, thank God, there have been no complaints from consumers, right, because we are still maintaining the old prices, if we raise the prices it will be difficult because these crackers are famous as a snack to accompany food at a cheap price."<sup>30</sup>

e) Not cheating

In Islamic marketing, *tadlis* is strictly prohibited, such as fraud regarding quantity, quality, and delivery time of goods and prices. From interviews conducted by the author, Mr Rohman has adjusted the quality of existing production even though raw material prices are soaring.

"We are traders and I am mainly Muslim, God willing, we will never cheat in marketing, because here we sell, we already have calculations starting from the market price, raw materials, and the trader's profits as well as my profits and I don't take too much profit. greater than the selling price.

In Islamic marketing there are several special points that we cannot find in conventional economics, namely not cheating, having to act fairly towards consumers and competitors, and not allowing each other to oppress or bring each other down, Mr. Rohman always competes with quality, not bringing each other down, is responsive to changes, in his marketing Mr. Rohman has been quite responsive to existing changes. Even though Mr. Rohman has not yet optimally utilized social media to make sales and receive orders from consumers.

## CONCLUSION

The results of the business feasibility study research in the Islamic economics review of marketing aspects and operational management in the Mischa cracker industry in Kampung Melayu District are:

1. The implementation of the business feasibility study seen from the marketing aspect of Mr. Rohman's cracker factory is by marketing principles, seen from the perspective of price determination, and market segmentation Mr Rohman uses quite precise analysis even though the method of analysis is relatively simple, does not involve experts in the analysis, However, in terms of the promotional strategy that Mr. Rohman implemented, it was only through word of mouth, visiting stall owners and restaurants only. Meanwhile, the implementation of the business feasibility study seen from the operational management aspect is by the theory of production principles in business feasibility. This can be seen when Mr Rohman was about to open a business, he carried out an analysis relating to business location, layout of production equipment, production employees, business license, sources of raw materials, and technology that will be used in the process of making crackers. Although the technology used is still some that is traditional.
2. Judging from the review of the Islamic economic perspective applied by Mr. Rohman, in terms of the marketing aspect carried out it is by Islamic marketing principles, although there are still aspects that are not optimal in its operation, however, from other aspects it has fulfilled Islamic marketing principles. Meanwhile, seen from the operational management aspect, Mr. Rohman's cracker-making is by Islamic production theory, Mr. Rohman has implemented Islamic production values, which are always *Siddiq*, *Amanah*, *fathanah*, *tabligh*, and *istiqamah* and apply fairly, and are oriented towards product quality and price. which is balanced.

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