

VALUE ADDED GREEN BEANS INTO GREEN BEAN BREAD CAP RAJAWALI IN TEBING TINGGI

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Abstract

This study aims to find out how to process Cap Rajawali mung bean bread, find out the added value of the Rajawali brand mung bean bread processing business, find out the income of Cap Rajawali Bread and determine the feasibility level of Cap Rajawali mung bean bread processing business. Determination of the research area is done purposively. The method of determining the processing sample is the census method. The study results found that the stages of processing mung beans into mung bean bread with stamp Rajawali started from the provision of raw materials, grinding raw mung beans that were still round into halves, soaking mung beans, draining mung beans, boiling mung beans, milling mung beans, mixing beans, green bean bread dough, making tusa as a filling for opaque skin, roasting mung bean bread, and packaging mung bean bread with Rajawali stamp. The added value of processing mung beans into mung bean bread stamped Rajawali is 71.13%, meaning that the added value of processing mung beans into mung bean bread stamped Rajawali is quite high. The income earned is Rp. 331,137,592.30, which means that the income of entrepreneurs (processors) of mung bean bread Cap Rajawali is high. The processing business of mung bean stamped Rajawali has an R/C of 2.54 (Easy to Work); for mung bean bread with the label Rajawali in small boxes, the production is 13,200 boxes > BEP for small box production is 5,054 boxes, and the price is Rp. 25,000 > BEP for the price of a small box is Rp. 9,571.14. For mung bean bread with Rajawali stamp in large boxes, the production is 7,200 boxes > BEP for large box production is 2,951 boxes, and the price is Rp. 30,000 > BEP, the price for large boxes is Rp. 12,294.90. This study concluded that processing mung beans into mung bean bread with stamp Rajawali is feasible in the research area.

Keywords— Mung Bean Bread; Value Added; Revenue; R/C Ratio

Introduction (Times New Roman 14 bold)

Indonesia is a tropical country with its land surrounded by mountains and fertile soil structure and rich in natural resources, so residents widely use it as agricultural land. The characteristics of Indonesia as an agarwood country imply that the agricultural sector has an important role in developing the national economy (Nugraheni, 2014). In the economic development of a country, the agricultural sector is often sought to become a formidable sector capable of supporting the industrial sector. Agricultural support in the industrial sector includes providing raw materials from agricultural products, increasing added value and creating job opportunities (Suyudi, 2010). Therefore, the agricultural sector is one of the factors that can support economic growth. The role of the agricultural sector includes absorbing labour, increasing foreign exchange, meeting people's food needs, and being a market for the industrial and

agricultural sectors. Therefore, the agricultural sector needs serious attention from various parties, considering that most Indonesian people live and work as farmers. The agricultural sector consists of horticultural crops, plantation crops, and food crops (Prabusetiawan, 2009). Although agricultural products of food crops such as secondary crops (nuts or seeds) are agricultural products that are important in meeting people's food needs, food problems are always considered important because they involve basic human needs. In this regard, the provision of food for the community must always be placed in the right position because it has a considerable influence on improving the quality of human resources and the quality of regional economic growth. Food crops such as green beans are one of the important sources of vegetable protein in Indonesia in the diet pattern in the community (Purwono & Hartono, 2008).

Mung bean (*Vigna radiata*) is a food crop in demand in the community. In general, green beans can be consumed in the form of raw materials and green beans that are processed both traditionally and modernly. Mung bean is a secondary crop that can meet increased nutrition, especially as a protein and vegetable fat source. Mung bean can be used directly for food and industrial raw materials and is a type of food plant that has become popular and favoured by many people. Hence, the increase and development of mung bean production need to be increased (Purwono & Hartono, 2012). Mung bean is one of the important protein-producing food crops in Indonesia, with a protein content of between 20%-24%. Therefore, green beans can be a source of protein and vitamins to meet daily needs. In addition, the Mung bean is a potential commodity in areas with limited irrigation because it is drought tolerant and able to adapt to marginal land (Suryanto, 2010). Green beans can be processed into several processed products, both traditional and modern, for example, banana compote, green beans, green bean bakpia, green beans into Rajawali green bean bread, green bean peanut brittle, green bean porridge, green bean dumplings, green bean dumplings (Maimun, 2009).

In Tebing Tinggi City, there is one place where green bean bread is processed into green bean bread, namely green bean bread stamped with Rajawali, and this product is the most demanded by consumers. Typical of the city. In Tebing Tinggi City, Cap Rajawali's mung bean processing is carried out by family members and external workers experienced in processing mung bean bread. Workers from outside the family are paid according to the prevailing wages based on the frequency of work. In Tebing Tinggi, this product of processed green bean bread with stamp Rajawali is packaged and processed in various flavours such as black, green beans, sweet green beans, salty green beans and green beans with orange juice. This business prioritizes the marketing of green bean bread production in the area, such as cake shops and other public places such as airports, bus terminals, and the Tebing Tinggi City area. This product is also marketed outside the region, such as Medan and outside North Sumatra Province, according to consumer orders sent by post and online. This green bean bread product with a Rajawali stamp is located in the District of Tebing Tinggi City, City of Tebing Tinggi. This product is a product of Lau Wing Hiang's business. Green bean bread with stamp Rajawali does not use preservatives, can only last four days, and is produced in a clean factory. This study aims to determine the stages of the processing of mung bean bread stamped Rajawali, the added value of processing mung bean into mung bean bread stamped Rajawali, the income of entrepreneurs processing mung bean into Cap Rajawali bread, the feasibility level of processing mung bean into mung bean bread Cap Rajawali.

Research Method

The data collected by the research are primary data and secondary data. Primary data were obtained through direct interviews with respondents using a list of questions or questionnaires and made first. At the same time, secondary data is complementary data obtained from related agencies or institutions such as the Department of Industry and Trade, Tebing Tinggi City District

and the Central Statistics Agency of North Sumatra Province, as well as other literature sources.

Results and Discussion

Stages of Processing Mung Beans into Mung Bean Bread Cap Rajawali

The stages of the processing of mung bean into mung bean bread with stamp Rajawali can be described as follows:

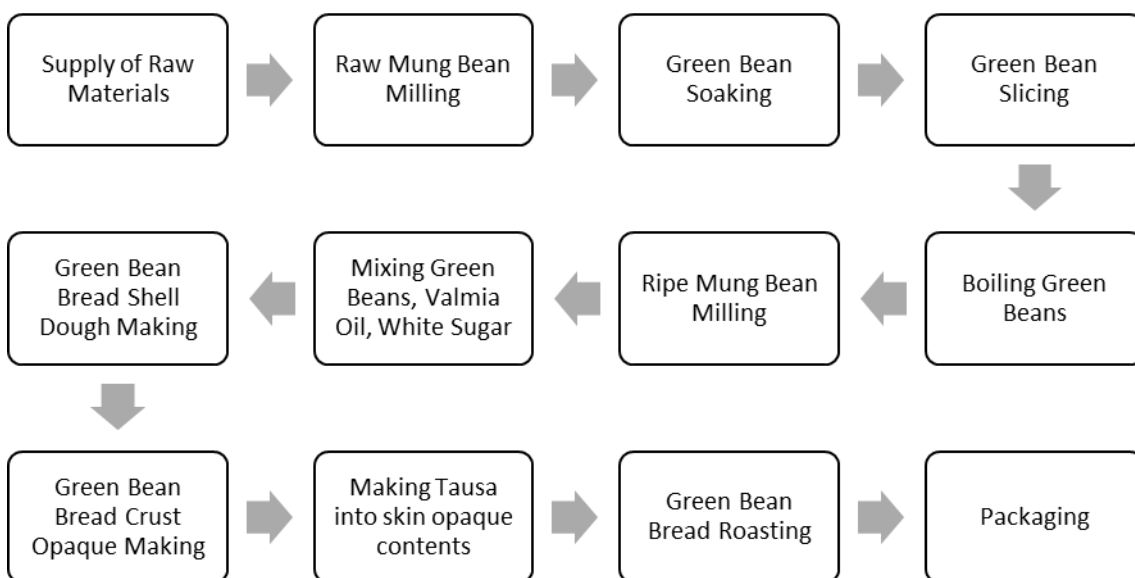


Figure 1. Process of processing green beans into Cap Rajawali green bean bread

The initial step in processing mung beans into mung bean bread with stamp Rajawali is the provision of raw materials. The raw material used in processing mung bean bread with stamp Rajawali is mung bean. Usually, mung bean bread producers obtain their raw materials (mung bean) from Langkat. Because it has a fairly high protein content, low fat, and high starch, the skin of the seeds is soft, the flesh of the seeds is quickly tender when boiled, and the texture of green beans is good. In obtaining green beans, the producer of mung bean bread with stamp Rajawali will incur an Rp. 300,000/sack (1 sack = 25 kg). More clearly, this stage can be seen in Figure 2.



Figure 2. Provision of Raw Materials

Before processing green beans into green bean bread, the first thing to do is grind green beans. This mill aims to split the green beans into two parts and separate the green beans from the skin. Green beans that have been split in half and separated from the skin are then collected in a bucket, separating the green bean shells. Next, the green beans are split and skinned using a milling machine and collected in buckets. Furthermore, at this stage, the processor uses workers

outside the family. The number of workers used in this stage is one person, and the time used to grind green beans is about 30 minutes. The stages of milling green beans can be seen in Figure 3.



Figure 3. Grinding raw green beans

The next step is soaking the green beans. Soaking is done to soften the green beans and make it easier for them green beans to be easy to boil. Soaking 25 kg of green beans was carried out for 1 hour. Furthermore, soaking mung beans is carried out by workers outside the family, namely one worker. The stages of soaking green beans can be seen in Figure 4.



Figure 4. Soaking green beans

After the immersion stage, the next stage is draining the green beans. Draining is done using a basket; draining aims to separate the green beans from the water until the green beans are dry. Furthermore, the draining of green beans is carried out by workers as many as two people outside the family. The stages of draining green beans can be seen in Figure 5.



Figure 5. Draining green beans

Boiling the green beans is done after draining the green beans, where the green beans are put in a boiling pot and boiled using firewood. The duration of this stage is about 2 hours and requires a workforce of one person. The purpose of boiling green beans is so that the green beans are softer and easier to grind. Furthermore, after the green beans have been boiled, they are cooled with the aim that in the grinding process, the workers' hands are not hot, and the process is faster. The stages of boiling green beans can be seen in Figure 6.



Figure 6. Boiling Green Beans

The next stage is milling green beans, where this milling aims to soften boiled green beans so that they are easier to grind into a grinding machine. Although furthermore, the milling of green beans is carried out by two workers outside the family; it takes about 20 minutes. The stages of milling green beans can be seen in Figure 7.



Figure 7. Milling Second Stage

The next stage is mixing green beans with valmia cooking oil and white sugar. These three ingredients are mixed using a tausa machine operated by workers outside the family, as many as 2 (two) people. The production capacity of the tausa machine is 200 kg of green beans for 60 minutes. The stages of milling and mixing of supporting materials can be seen in Figure 8.



Figure 8. Mixing of Oil Raw Materials and White Sugar

The next step is to make the dough for mung bean bread skin using a skin machine operated by 2 (two) workers outside the family, which takes about 20 minutes. The way to make green bean bread dough is to separate the duck eggs from the whites and yolks, and then only the yolks are taken. First, the egg yolk is put into the skin dough-making machine and then mixed with hot cooking oil. After the duck egg yolk and hot cooking oil are combined, flour is added. Next, add white sugar. Then all the ingredients are ground in a leather dough-making machine for minutes to blend and mix. After all the ingredients are combined and mixed, the dough is taken from the leather dough-making machine and put into a stainless steel basin, then left for 20 minutes. After that, if the green bean bread skin dough is still sticky in the hands, then the dough is put back into the skin dough making. However, for the dough that is not sticky to the hand, the green bean bread skin dough is left to cool for processing in the next stage. The purpose of making leather dough is as a tausa coating. The stages of making mung bean bread dough can be seen in Figure 9.



Figure 9. Making mung bean bread dough

After making the skin dough, the next stage is making green bean bread with opaque skin, using a flat mill operated by workers outside the family, which is as many as ten people. How to make leather opaque is a dough of mung bean bread skin that has cooled and flattened on the table using a flattener. The skin dough that has been flattened is cut into small pieces and then rolled (disease). Next, this skin dough is dissociated to produce skin that is not too thick and not too thin after the dough is rolled and then shaped like a round (called opaque) using a flattening tool, the purpose of making this leather opaque is to cook it evenly and not side-by-side. The stages of making green bean bread skin can be seen in Figure 10.



Figure 10. Making Green Bean Bread Skin

After the stage of making the opaque, the next step is to make tausa into the contents of the opaque. For example, the way to make tausa into the contents of the skin opaque is to take a round skin opaque, then put the green bean tausa into the skin opaque and then roll it back into a round shape, then press it so that the skin opaque which already contains the green bean tausa is tightly closed. After that, sesame is given on top of green bean bread, which is round and tightly closed. Finally, the green bean bread with sesame is placed and arranged on a baking sheet. The making of tausa into the contents of the leather opaque was carried out by workers as many as 27 people outside the family. The stages of making tausa into opaque contents can be seen in Figure 11.



Figure 11. Making tausa into opaque filling

The next stage after the formation of tausa into the contents of opaque skin is the roasting of green bean bread. The method of roasting green bean bread is green bean bread with sesame, smeared with duck egg yolk using a brush, then put in the roasting oven with a temperature of 196°C - 200°C. Baking is done for 30 minutes until the baked green bean bread looks cooked and looks a bit yellowish. Using an oven operated by workers outside the family, as many as eight people, it takes about 30 minutes to work. The stages of roasting mung bean bread can be seen in Figure 12.



Figure 12. Toasting Green Bean Bread

The next stage is the packaging process. The packaging method for mung bean bread is that the cooked mung bean bread is taken from the toaster oven and allowed to cool. Then the cold bread is packed into a box. The packaging of mung bean bread is done using two boxes; the first is a small box containing 21 green bean buns sold to consumers for Rp. 25,000/box. The second box is a large box containing 27 green bean buns and is sold to consumers for IDR 30,000/box. Four workers outside the family carry out this packaging stage. The stages of packaging can be seen in Figure 13.



Figure 13. Sorting and Packaging

Production Cost of Processing Mung Beans into Mung Bean Bread Cap Rajawali

In this research area, the processors (entrepreneurs) in their production activities produce two types of production (output), namely mung bean bread stamped with rajawali and black bean bread. Therefore, in calculating the cost of supporting materials, labour and equipment depreciation costs must be divided into two because supporting materials, labour and equipment

are used together to produce the two types of output, namely green bean bread and black bean bread.

Variable Cost

Variable costs are costs that vary depending on the amount of production. If production increases or increases, variable costs will increase or increase as well. Variable costs in processing mung beans into mung bean bread include raw material costs and, supporting material costs, labour costs. The cost of raw materials used in the processing of mung bean bread with stamp Rajawali is green beans from agents. The complete details of the volume and cost of raw materials for one month of production can be seen in Table 1.

Table 1. Volume and Cost of Raw Materials Green Beans Become Green Bean Bread Cap Rajawali for One Month of Production

Description	Total
Raw Material Volume (Kg/Month)	4,800
Raw Material Price (Rp/Kg)	12,000
Raw Material Cost (Rp/Month)	57,600,000

Table 1 shows that the use of raw materials, the volume of raw materials is 4,800 kg, the purchase price is Rp 12,000/kg. Therefore, the cost of raw materials in processing mung beans into mung bean bread is Rp 57,600,000 for one month of production. In addition to mung beans used as raw materials, the process of making mung bean bread with stamp Rajawali also requires supporting materials, such as wheat flour, white sugar, valmia oil, duck eggs, pandan leaves, sesame, small boxes, big cities, electricity, water, firewood. The details of the costs of supporting raw materials in manufacturing green bean bread can be seen in Table 2.

Table 2. Cost of Supporting Materials in Processing Mung Beans into Mung Bean Bread Cap Rajawali During One Month of Production

Supporting material	Total	Price (Rp)
Wheat Flour (Kg)	9,000	36,000,000
White Sugar (Kg)	4,800	20,400,000
Valmia Cooking Oil (Kg)	4,320	23,760,000
Duck Egg (Grain)	7,200	3.960,000
Pandan Leaves (Tie)	24	60,000
Sesame (Kg)	240	1,680,000
Small box (box)	13,200	6,600,000
Big Box (box)	7,200	4.320,000
Electricity		1,072,724
Water		237,750
Firewood (Tie)	350	875,000
Tax		333,333
Total	46,334	99,298,807

Table 2 shows the total cost of supporting materials processing mung beans into Cap Rajawali mung bean bread for one month of production is Rp. 99,298,807 for one month of production. Labour costs are one of the important factors in a processing process. In this study, the business of processing green beans into cap Rajawali peanut bread uses labour within the family and labour outside the family. The details of labour costs are the activities of processing green beans into mung bean bread with the Rajawali stamp, which can be seen in Table 3.

Table 3. Labour Costs for Processing Mung Beans into Mung Bean Bread Cap Rajawali for One Month of Production

Processing Stage Description	Labour (person)	Fee/day (Rp)	Fee/month (Rp)	Fee for making green bean bread for one month (Rp)
Grinding raw green beans	1	100,000	2.400.000	1.200.000
Soaking green beans	1	100,000	2.400.000	1.200.000
Green bean filter	2	100,000	4.800.000	2.400.000
Boiling green beans	1	100,000	2.400.000	1.200.000
Second stage milling	2	100,000	4.800.000	2.400.000
Mixing raw materials, oil, white sugar	1	100,000	2.400.000	1.200.000
Making leather dough	2	75,000	3.600.000	1.800.000
Making leather opaque	10	75,000	18.000.000	9.000.000
Making tusa into the contents of the opaque skin	27	75,000	48.600.000	24.300.000
Green bean toast	8	85,000	16.320.000	8.160.000
Packaging	4	75,000	7.200.000	3.600.000
Shopkeeper	1		1.500.000	750.000
Total Fee/month	60		114.420.000	57.210.000

Table 3 shows that the total labour cost in processing green beans with cap Rajawali for one month of production is Rp. 57,210,000 for one month of production.

Fixed Cost

Fixed costs are costs that are not used up in one production period. The fixed costs do not depend on the amount of output produced. Therefore, fixed costs must be incurred even though there is no production. The fixed cost of processing mung beans into mung bean bread is equipment depreciation expense. The depreciation cost is the value contained in a tool by looking at the item's initial price and the use duration. The purpose of this depreciation cost is to determine the cost of maintaining the equipment used in the production process. The details of the depreciation costs of the equipment used to process mung beans into mung bean bread with the Rajawali stamp in the research area can be seen in Table 4.

Table 4. Cost of equipment depreciation in processing Mung Beans into Mung Bean Bread Cap Rajawali for one month of production

Description	Equipment Depreciation Cost (Rp)
Oven	263,888.89
Bread Plate	18,750.00
Tausa Machine	141,666.67
Mill	11,458.33
Leather Machine	66,666.67
Big spoon	2,777.78
Stanley Basin	12,000.00
push	12,500.00
Scales	12,500.00
cauldron	15,000.00
Dangdang	9,523.81
Expedition Machine	6,944.44
PAN (bread holder)	29,166.67
Dipper	6,250.00
Basket	6,250.00

Bucket	7,638.89
Chair	14,732.14
Table	27,343.75
Fan	72,916.67
Bread Rack	15,625.00
Total	753,599.70

Table 4 shows the total depreciation cost of equipment for processing mung bean into mung bean bread Cap Rajawali for one month of production is Rp. 753,599.70 for one month of production. Total costs are all costs incurred in processing mung beans into Cap Rajawali mung bean bread which consists of variable costs and fixed costs. Variable costs consist of raw material costs and, supporting costs, labour costs. Fixed costs consist of equipment depreciation costs. The details of the total costs can be seen in Table 5.

Table 5. Total Production Cost of Processing Mung Beans into Mung Bean Bread for One Month of Production

Description	Cost (Rp)
Variable Cost	
a. Raw material	57,600,000
b. Supporting material	99,298,807
c. Labor	57,210,000
Total	214,108,807
Fix Cost	
Equipment Depreciation Cost	753,599.70
Total	753,599.70
Total Cost (VC+FC)	214,862,407.70

Table 5 shows that the total production cost of processing mung bean into mung bean bread for one month is Rp. 214,862,407.70. Details consist of total variable costs amounting to Rp 214,108,807 and total fixed costs amounting to Rp 753,599.70.

Total Receipt of Processing Mung Beans into Mung Bean Bread

Revenue is the total sales of mung beans into mung bean bread which is expressed in rupiah. The total production and acceptance of green bean bread can be seen in Table 6.

Table 6. Production and Total Revenue of Processing Mung Beans into Mung Bean Bread for One Month of Production

Description	Total	Information
Amount of Raw Material (kg)	4,800	
Green Bean Bread Processed Production (Box)		
a. Small (Box)	13,000	
b. Big (Box)	7,200	
Green bean bread production		
a. Small box (pcs) = $13,200 \times 21$ pcs	277,200	$\frac{277,200}{471,600} \times 100\% = 58.8\%$
b. Big Box (pcs) = $7,200 \times 27$ pcs	194,400	$\frac{194,400}{471,600} \times 100\% = 41.2\%$
Processed Production Quantity (pcs) for Big Box and Small Box	471,600	
Total Production Cost (Rp)	214,862,407.70	
Production Cost (Rp)		
a. Small Box (Rp)	126,339,095.73	$58.8\% \times 214,862,407.70$

b. Big Box (Rp)	88,523,312.97	$41,2\% \times 214,862,407.70$
Revenue (Rp)		
a. Small box	330,000,000	$13,200 \times 25,000$
b. Big Box	216,000,000	$7,200 \times 30,000$
Total Revenue	546,000,000	

Table 6 shows that the production of small squares of green bean bread Cap Rajawali is 13,200 boxes (277,200 pieces of green bean bread), and the selling price of small box packaging is Rp. 25,000, while the production of large boxes is 7,200 (194,400 green bean bread), and the selling price of packaging large boxes is Rp. 30,000, so the calculation of acceptance uses the formula for the price of 1 box of green bean bread (large box and small box) multiplied by the number of green bean bread production (both small boxes and large boxes) because what is being sold is green bean bread in box packaging. Big and small boxes. Then the revenue obtained by the entrepreneur of processing green bean bread with Rajawali stamp for 1 (one) month of production is Rp. 546,000,000.

Added Value of Processing Mung Beans into Green Bean Bread Cap Rajawali

The added value of processing mung bean into mung bean bread stamped Rajawali is the difference between the production value of mung bean bread stamped Rajawali (Rp), with raw materials (Rp), the value of added materials (Rp) and the depreciation value of the equipment (Rp), which are used in processing green beans into green bean bread Cap Rajawali. In detail, the value of raw materials, value of supporting materials, depreciation value of equipment, product value, added value, and added value ratio in processing Rajawali stamped mung bean bread can be seen in Table 7.

Table 7. Product Value, Raw Material Value, Supporting Material Value, Equipment Depreciation Value and Added Value of Processing Mung Beans into Mung Bean Bread for One Month of Production

Description	Value (Rp/month)
Production Value (Rp)	546,000,000
Raw Material Value (Rp)	57,600,000
Value of Supporting Materials (Rp)	99,298,807
Equipment Depreciation Value (Rp)	753,599.70
Added Value (Rp)	388,347,593.30
Value Added Ratio (%)	71,13

Table 7 shows that the added value of processing Rajawali stamped green bean bread is Rp 388,347,593.30, product value is Rp 546,000,000, raw material value is Rp 57,600,000, supporting material value is Rp 99,298,807, equipment depreciation value is Rp 753,599.70. In addition to calculating the added value obtained from processing mung beans into mung bean bread Cap Rajawali is also necessary to calculate the added value ratio. The added value ratio is obtained from the division between added value and product value multiplied by 100%. The value added ratio is expressed in per cent (%). The value added ratio obtained is 71.13%. Therefore, based on the ratio of the added value obtained is 71.13%, the added value of processing mung beans into Cap Rajawali mung bean bread is high.

Mung Bean Processing Revenue into Cap Rajawali Mung Bean Bread

Income is the difference between the total revenue obtained from processing mung beans into the Rajawali mung bean bread and the total production costs incurred during the production

process. The income earned by entrepreneurs (processors) of the Rajawali green beans can be seen in Table 8.

Table 8. Income of Entrepreneurs (Processors) of Mung Beans Into Cap Rajawali Mung Bean Bread for One Month of Production

Description	Total
Revenue (Rp)	546,000,000
Production cost (Rp)	214,862,407.70
Income (Rp)	331,137,592.30

Table 8 shows that the production revenue of processing green beans into mung bean bread stamped Rajawali is Rp. 546,000,000/month, while the total production cost of the Rajawali mung bean bread is Rp. 331,137,592.30/month. Therefore, it can be concluded that the income of mung bean producers in the Rajawali mung bean bread in one month of production in the research area is Rp. 331,137,593.30 / month.

Business Feasibility Analysis

The green pea bread processing industry with the Rajawali stamp is said to be feasible or not to be cultivated in the research area. It can be measured using several parameters, including R/C Ratio, BEP of production, and BEP of price.

R/C Ratio

The R/C ratio can be obtained by comparing the total revenue from the sale of mung bean cap Rajawali with the total costs incurred by the producer of Cap Rajawali mung bean. The details of total revenue, total production costs and R/C ratio can be seen in Table 9.

Table 9. Revenue, Production Costs and R/C Ratio of Processing Mung Beans into the Mung Bean Bread Cap Rajawali During One Month of Production

Description	Total
Revenue (Rp)	546,000,000
Production cost (Rp)	214,862,407.70
R/C Ratio	2.54

Table 9 shows that the revenue value of the processing business of mung bean Cap Rajawali for one month of production is Rp. 546,000,000, and the total cost of processing mung beans into the Rajawali mung bean bread for one month is Rp. 214,862,407.70. Table 9 shows that the value (R/C) of the ratio of processing mung beans into mung bean bread with stamp Rajawali is 2.54, meaning that each cost incurred is Rp. 1 will generate revenue of 2.54. Moreover, it generated an income of 1.54. Therefore, if the value of the R/C ratio is $(2.54) > 1$, then processing mung bean bread from mung beans is feasible.

BEP (Production and Price)

Production BEP compares the average total cost of the average commodity price so that the value of the development costs incurred by the producer of processing green bean bread with stamp Rajawali is obtained. Where the production BEP (break-even point) can describe the minimum product value that must be issued can be recovered. Price BEP analysis is a comparison between the average total cost of processing mung beans and the average amount of production of mung bean bread stamped Rajawali in order to obtain the basic selling price that will be

received by the producer so that the costs incurred in processing activities can be at a break-even point. The details regarding the BEP value can be seen in Table 10.

Table 10. Production BEP of Green Bean Processing into the Cap Rajawali Green Bean Bread During One Month of Production

Description	Information	Total
Green Bean Bread Processed Production		
a. Big (Box)		13,200
b. Small (Box)		7,200
Green Bean Bread Processed Production		
a. Small (Grain) = $13,200 \times 21$	$\frac{277,200}{471,600} \times 100\% = 58.8\%$	277,200
b. Big (Grain) = $7,200 \times 27$	$\frac{194,400}{471,600} \times 100\% = 41.2\%$	194,400
Amount of Processed Production (Grains) for Big Box and Small Box		471,600
Total production cost (Rp)		214,862,407.70
a. Small box	$58.8\% \times 214,862,407.70$	126,339,095.73
b. Big box	$41.2\% \times 214,862,407.70$	88,523,312.97
Selling price (Rp/box)		
a. Small box		25,000
b. Big box		30,000
BEP of production (box)		
a. Small box	$126,339,095.73/25,000$	5,054
b. Big box	$88,523,311.97/30,000$	2,951
BEP of Production (box)		
a. Small box	$126,339,095.73/13,200$	9,571.14
b. Big box	$88,523,311.97/7,200$	12,294.90

Table 10 shows that the BEP value of small box production is 5,054 boxes and BEP for large boxes is 2,951. So it can be concluded that for the production of small boxes, obtained production (13,200 boxes) > BEP production (5,054 boxes). Moreover, for big box production (7,200 boxes) > BEP production (2,951 boxes), it can be concluded that processing mung beans into the Cap Rajawali mung bean bread is feasible. Meanwhile, the BEP value for the price of green bean bread stamped with Rajawali in small boxes is Rp. 9,571.14, and the BEP for large boxes are Rp. 12,294.90. So it can be concluded that for green bean bread with small box packaging, the price is obtained (Rp 25,000) > BEP for small box price (Rp 9,571.14). Moreover, for green bean bread with big box packaging, the price is obtained (Rp 30,000) > BEP for big box price (Rp 12,294.90), so it can be concluded that processing mung bean into the Cap Rajawali mung bean bread is feasible. Based on the R/C value of 2.54, so that the R/C is greater than one ($R/C > 1$), for mung bean bread stamped Rajawali in small box packaging, it is obtained production (13,200 boxes) > BEP production of 5.054 boxes and the selling price of green bread beans stamped with small squares (Rp 25,000) > BEP price of (Rp 9,571.14). For green bean bread in large boxes, the production is (7,200 boxes) > BEP for production is 2,951 boxes, and the selling price for green bean bread is marked with Rajawali in large boxes (Rp 30,000) > BEP is priced at (Rp 12,294.90).

Conclusion

The conclusions obtained through the results of the study are internal factors that are

strengths in the development of porang in Binjai City are producers who have succeeded in cultivating porang plants in Berngam Village, Binjai City, guaranteed quality, cultivation and maintenance methods that do not require special treatment, porang tubers that can be used as food and have promising advantages. The weaknesses identified in internal factors are lack of capital, limited availability of seedlings, fairly limited public knowledge, planting that must follow the growing season, and lack of attention from the government. External factors identified as opportunities for porang development in Binjai City, namely the use of social media and e-commerce, the need for large exports of seeds, the number of exporters needed is quite large, has great potential and prospects. Those identified as threats to external factors are porang seeds that are still difficult to obtain and gendong caterpillar pests on porang plants. Therefore, the appropriate Strategy for the development of porang in Binjai City is the SO (strengths opportunities) strategy, which is to take advantage of strengths and opportunities by increasing the use of social media and e-commerce and forming a porang farming business group to meet the needs of exporters and the number of exporters.

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