
THE EFFECT OF EMPLOYEE COSTS OF PRODUCTION, MARKETING, AND SALARY ON THE RESULTS OF BROILER CHICKEN SALES

Ahmad Baiza

Faculty of Economics, Teuku Umar University, Aceh, Indonesia

Email: ahmadbaiza8@gmail.com

Abstract

"Rahmat Aulia" farm is part of PT Charoen Pokphand Jaya Farm. This farm is located in Kutatrieng Village, Labuhanhaji District, West Aceh. It has used good management in financing including production costs, marketing costs, and employee salaries. The selection of research on the "Rahmat Aulia" farm due to the high level of sales competition in the broiler business (*Gallus domestic*) with this research is expected to be a reference for beginners and other breeders in facing competition. The type of research used is qualitative (interview). Where data collection uses interviews with related parties at the "Rahmat Aulia" farm as resource persons, and the sample used is the financial report of the "Rahmat Aulia" farm which has been recorded at PT Charoen Pokphand Jaya Farm in 2021 (3 months). The results of the study stated that 80% of sales results were strongly influenced by production costs, marketing costs, and employee salaries. While the remaining 20% of sales are influenced by other factors not explained in this study. From the results of the analysis, it is known that production costs, marketing, and employee salaries play a very important role in the sustainability of "Rahmat Aulia" farming in Kutatrieng Village, West Labuhanhaji District, South Aceh Regency.

Keywords: Cost of Production, Cost Marketing, Wage Employee, Results Sales

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INTRODUCTION

Business actors cannot leave consumers alone, they must be ready to make optimal sales efforts and aggressive promotions, this concept is also put forward by (Kotler, Philip dan Keller, 2016). Where entrepreneurs must lure consumers to buy more, with effective promotion efforts to stimulate consumers to increase purchases in larger quantities.

According to (Christoper & Hariant, 28AD) Broilers began to be widely bred in the 70s which were crosses of superior chickens. The quality of feed, seeds, environment, feed consumption, and sex are among the factors supporting the increase in the bodyweight of chickens (Qurniawan, 2016). These chickens

at the age of 6 weeks can weigh 2.1 kg so they are efficient in using high-energy rations (Utami, 2011). Because the ration is the most important growth factor, a good ration must have the content needed by chickens (Andayani, 2014). Because Poultry will consume rations if their energy needs are met so that in the ration there are ingredients that can increase productivity (Fanani, Suthama, & Sukamto, 2015) besides that herbal herbs can also be used as additional feed (Ny.), Wulandari, & Prabawati, 2012). Therefore, broiler livestock is ideal for meeting the needs of animal protein sources, due to short maintenance (Herlina, Novita, & Karyono, 2015).

Broiler farm (*Gallus domesticus*) The "Rahmat Aulia" farm was first established in 2020 by Mr. Karman and his son, Mr. Juaitri, which was later managed by Mr. Juaitri. Rahmat Aulia's Farm is located in Kutatrieng Village, West Labuhanhaji District, South Aceh Regency. At the beginning of the establishment of the farm, Rahmat Aulia has collaborated with PT Charoen Pokphad Jaya Farm by joining to become part of PT Charoen Pokphand Jaya Farm so that it has a working area in the provinces of Aceh and North Sumatra. In Aceh Province itself, there are also many other farms under the auspices of a competitor company PT Charoen Pokphand Jaya Farm which is a competitor of Rahmat Aulia's farm and other farms that are part of PT Charoen Pokphand Jaya Farm, to reduce the "market share" of Rahmat Aulia's agriculture.

To deal with the birth of new competitors and old competitors, Rahmat Aulia's farm must update strategies that add value in obtaining customers, such as good and fast service, increasing chicken weight, chicken health. And most importantly innovation, innovation is the use of technology and knowledge. (Burtonshaw-Gunn, 2011), innovation is also a social and economic success because of new ways or new combinations of old ways of converting inputs into outputs in such a way that large changes are produced in the comparison between the value of benefits. and prices according to consumer perceptions (Aribowo & Wirapraja, 2018).

Things like this will make consumers become loyal and make repeat purchases and recommend to people they know.

The COVID-19 outbreak that has hit the whole world has paralyzed the economy and financial conditions in all countries, including business activities in Indonesia. Therefore, the impact on cost increases during the production process, production costs experienced the highest increase. including marketing costs and employee salaries in pricing. Quality is a guarantee of

high satisfaction that can be accepted by consumers, with satisfaction received by consumers, there will be repeat purchases made by satisfied consumers which will provide more benefits for farms and companies and indirectly satisfied consumers will be a good promotion place for business. development.

METHOD

1. Types and Sources of Data

Data sources are places where data can be obtained. There are two kinds of data sources used by researchers in this study, namely:

a. Primary data

Primary data is data that is obtained directly from directly related sources through interviews, as well as field observations regarding problems related to research. In this study, data were obtained through interviews with the owners, managers, and employees of the "Rahmat Aulia" farm.

b. Secondary Data

Secondary data is primary data that has been further processed by primary data collectors. Secondary data sources are obtained from other parties, not directly obtained from research subjects. The secondary data taken as a sample is the financial report of the "Rahmat Aulia" farm.

2. Data Collection Method

Data collection is an effort made to obtain information that will later be useful for problem-solving. Using the method of direct interviews with related parties to obtain data in the form of written data and containing explanations and thoughts by the research problem. The process starts from collecting data by interviewing each resource person by the research objectives which are then recorded to be explained.

In carrying out the interview method, the researcher looks for sources of information from related parties as well

as from library materials which will later become a reference for researchers in interpreting the information obtained to connect any data obtained from the informant.

RESULTS AND DISCUSSION

From the overall results of the study, it can be concluded that production costs, marketing, and employee salaries have a major influence on sales results, which means that the higher the production costs, marketing costs, and employee salaries, the higher the sales results. Success or failure in achieving business goals depends on the level of expertise in marketing, production, finance, or other fields, and also depends on the ability to combine these functions so that the business can run smoothly.

1. Production Cost

According to the results of the study, it can be seen that production costs have a significant effect on sales results which can be said to be increasing production costs, increasing sales of

"Rahmat Aulia" farms. Good management of production costs can keep costs to a minimum, the actual condition has proven that the expenditure of production costs by the "Rahmat Aulia" farm to fulfill consumer orders can increase sales results as a result of continued market demand.

2. Marketing Costs

a. Results

According to the results of the study, it can be seen that marketing costs do not have much effect on sales results where the marketing costs of "Rahmat Aulia" farms depend on the marketing provisions implemented by PT Charoen Pokphand, the higher the marketing costs carried out by the company, the more the sales of "Rahmat Aulia" farms also increase. The more marketing activities carried out, the more sales results on the "Rahmat Aulia" farm will increase through the increase in orders made by consumers.

Table 1
of Rahmat Aulia's Ranch Sales Results in 2021

No.	Sales Month In 2021	Rahmat Aulia's Ranch Sales Results
1.	January	102.504.000
2.	March	88.367.000
3.	May	37.677.000

Source: Animal Husbandry Finance "Rahmat Aulia"

b. Discussion

Based on the table above, it can be explained that the sales of "Rahmat Aulia" livestock have decreased over the last 3 months. As researchers know, the marketing method used by the farm "Rahmat Aulia" relies heavily on delivery orders (DO) from the marketing side of PT Charoen Pokphand. This is different from the marketing method used by the "Jamuri Compiled" farm under PT Japha which does marketing independently, namely

promoting and directing offers to consumers by getting assistance with minimal marketing costs from the company that houses it. So that with this method the "Jamuri Compiled" farm can obtain stable sales results from the closest consumers, but obtain unsatisfactory sales results for sales made outside the province of Aceh. (Informant, Djoko, a farm employee "Jamuri Compiled")

Table 2
of Sales Results of Compiled Mushroom Farm in 2021

No.	Sales Month In 2021	Mushroom Compiled Farm Sales Proceeds
1.	January	20.104.000
2.	March	21.000.100
3.	May	20.501.000

Nevertheless, the demands of market conditions are very important to be considered, such as inflation, economic crises, changes in consumer tastes, and others. The "Rahmat Aulia" farm also has a relatively low price compared to other farms, this is because the "Rahmat Aulia" farm always balances the quality of their products, so that low prices do not reduce and even increase the number of consumers.

3. Employee Salary

According to the results of the study, it can be seen that employee salaries have less effect on sales results, this is because employees at the "Rahmat Aulia" farm have carried out work contracts which were directly witnessed by the company which can be interpreted as an increase in employee salaries that minimally affects the increase in sales results at "Rahmat Aulia" farm. This can be explained that a salary is a form of payment given to employees who arise from their work. Or it can also be stated that employee salaries are compensation costs for services and labor that have been sacrificed by employees in fulfilling their duties and responsibilities at the "Rahmat Aulia" farm. If the number of delivery orders (DO) from the company increases, the labor costs that must be incurred will also increase, from what we can explain that employee salaries affect increasing sales results if there is an additional temporary workforce during the harvest period or product sales to consumers.

CONCLUSION

From the results of research and discussion, it can be concluded that: 1) There is an effect of production costs on the sale of livestock "Rahmat Aulia". This shows that, if the production costs incurred from the "Rahmat Aulia" farm can be optimized its use will be able to increase sales results. 2) Marketing costs have a less significant effect on the sales of broiler chickens (*Gallus domesticus*) at the "Rahmat Aulia" farm, the lack of impact of marketing costs on the increase or increase in sales results obtained by the "Rahmat Aulia" farm. 3) There is a less significant effect on employee salaries on the sales of broiler chickens (*Gallus domesticus*) on the "Rahmat Aulia" farm, which means that the employee salaries have less influence on the increase in sales results by the "Rahmat Aulia" farm.

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