



## CONFERENCE PROCEEDINGS

Malaysia Indonesia International Conference on Economics, Management and  
Accounting (MIICEMA) 2016

Hosted by Faculty of Economics and Business, University of Jambi  
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Gentala Arasy, Jambi

**The Strategy For Improving Competitiveness to win  
the ASEAN Economic Community (AEC)**

**Conference Proceedings**  
**Malaysia Indonesia International Conference on Economics, Management and Accounting**  
**(MIICEMA) 2016**

**The Strategy For Improving Competitiveness to win the ASEAN**  
**Economic Community (AEC)**

**Editors:**

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Dr. Sri Rahayu, SE, M.Si, Ak, CA

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## FOREWORD

The Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) is an annual international conference that gathers academics and practitioners from Malaysia, Indonesia and around the World to facilitate the presentation and sharing of research findings particularly in the areas of economics and management.

Numerous benefits have been achieved from the sharing of knowledge and building of working relationships through presentations of working papers after the organisation of 16 series of the conference. The conference has become an important platform for academics to share information regarding current issues and new economic and business challenges prevalent in both South East Asia and globally.

As a continuation of the memorandum of understanding between Universiti Kebangsaan Malaysia, Universitas Syiah Kuala, Institut Pertanian Bogor, Universitas Muhammadiyah Surakarta and Universitas Bengkulu as the founding institutions of MIICEMA, 2016 is witnessing once again the organising of the 17th MIICEMA. Following the tradition of the long-established friendship, the honour of becoming the main organiser and host to the 17th MIICEMA has now been transferred to University of Jambi, Jambi through the Faculty of Economics and Business.

Through the organising of the conference, the research findings that will be presented by academics in various fields such as economics, management and accounting will surely become guides and models for other academics in developing the branches of knowledge and for the industry in managing and strengthening their businesses.

The chosen theme for this year MIICEMA is "The Strategy For Improving Competitiveness to win the ASEAN Economic Community (AEC)". Global economic climate has been undergoing shocks that adversely affecting government and business organisations. The economic turmoil has been considered by few as the worst in the century that prudent and solid business strategies must make accurate market interpretation of both opportunities and constraints. With this in mind, the 17th MIICEMA aims to provide a platform for both academicians and practitioners to sit together and elaborate on these challenges.

The goals and objectives of this international conference are as follows:

- to become a platform for academics in the South East Asia to share latest research findings on economic, management and accounting issues.
- to identify emerging economic and business challenges prevalent in South East Asia and around the world amidst the 2016 economic turmoil.
- to gather input on new opportunities in the domain of business within the contexts of South East Asia and global amidst the 2016 economic turmoil.
- to sustain research collaborations that produce high impact outputs.
- to elevate the status of MIICEMA member institutions through presentation of internationally-recognised research results.

Following the phenomenal successes of the previous conferences, MIICEMA will be proudly brought to you again this October by University of Jambi, Jambi, Indonesia. This year MIICEMA will be organised in conjunction with the Seminar and Annual Meeting of the Western Division of Economics Institutions Cooperation. This is an annual event involving 27 state universities and several private universities that offer Economics programmes in Indonesia. In 2016, the Western Division of Economics Institutions Cooperation meeting will be hosted by the Faculty of Economics and Business, University of Jambi, Jambi, which will also serve as the main organizer of MIICEMA 2016.

This year MIICEMA highlights the current issue facing economies in the region through a theme of "The Strategy For Improving Competitiveness to win the ASEAN Economic Community (AEC)". This theme is to be supported with few key tracks; Microeconomics, Macroeconomics, Monetary Economics, Public Economics, Regional and Urban Economics, International Economics, Natural Resource Economics, Industrial Economics, Labor Economics, Development Studies, Business, Management and Organization, Marketing, Finance, Human Resources, Financial Accounting, Managerial and Behavioral Accounting, Auditing, Accounting Information Systems, Public Sector Accounting, Social and Environmental Accounting, Islamic Economics, and other related areas.

This collection does not include the totality of the papers presented at the conference, as not all contributors submitted their written papers for publication.

**Dr. Junaidi, SE, M.Si**  
Conference Chair

**WELCOMING SPEECH  
DEAN OF THE FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITY OF JAMBI**

I would like to welcome all participants to the 17<sup>th</sup> Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) in Jambi, Indonesia. It is truly an honor and a privilege for Faculty of Economics and Business, University of Jambi to host this International conference.

I have no doubt in my mind, that this conference will be a worthwhile experience. We have an opportunity to learn each other from some of the best experts in different decipline. Hence I hope after the conference finished, we are enriched with a better understanding of contemporary issues in economics and business in South East Asia. Furhtermore, as the member of MIICEMA, we can enrich the network for some important aspects such as publication a student exchange.

I would like to express our sincere gratitude and appreciation to many individuals for their invaluable input to make succes this conference. I would also like to extend a special thank you to our Institutions' partners for their support to organize this event successfully.

So, I wish you have a pleasant International Conference and enjoy your stay in Jambi.

**Drs. H. Amril, ME**  
Dean of the Faculty of Economics and Business  
University of Jambi

## **WELCOMING SPEECH RECTOR OF UNIVERSITY OF JAMBI**

I extend my warm welcome to all of the distinguished speakers and participants of the 17<sup>th</sup> Malaysia Indonesia International Conference on Economics, Management and Accounting (MIICEMA) which held by Faculty of Economics and Business, in October 24-25, 2016.

As a Rector of University of Jambi, I am pleased to witness the 17<sup>th</sup> MIICEMA, it provides a unique opportunity for scholars, experts, researchers, to assemble and share ideas on critical issues and trends in economics and business. Furthermore, I hope this conference could develop the valuable network and international collaboration amongst universities in Indonesia and Malaysia, as well as to facilitate publications of research by Indonesia and Malaysia scholars in international journal.

I congratulate the Dean of Economics and Business, the chairman of the conference, all the renowned speakers and delegates for their participation that makes this conference possible. I welcome you all to University of Jambi.

As a part of the provincial cultural promotion, we hope you enjoy the entire traditional and unique cultural atmosphere. I urge you also to enjoy the beautiful of Muaro Jambi temple and Gentala Arsy Bridge. Muaro Jambi Temple as it has been revealed is the place of Buddhism taught not only for the ancient of Indonesian but for South Asia Countries.

Last but not least, we thank you to every person both that comes from internal and external organization who makes this conference conducted. Finally, I hope God bless you all as long as you follow the conference.

**Prof. H. Johni Najwan, SH, MH, Ph.D**  
Rector of University of Jambi

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# MAIZE PROCESSING PRODUCTION DEVELOPMENT AS THE ECONOMIC DRIVEN OF PEOPLE IN GORONTALO PROVINCE

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**Abstract.** Research object is; 1) to know about the profile of maize farmer enterprise in Gorontalo regency; 2) to know the people characteristic at home industry group in Todito village at Pulubala sub-district; 3) to know the people characteristic at home industry group in Barakati village at Batudaa sub-district; 4) Economics analysis for maize stict tasted with shrimp from Limboto lake; 5) Economics analysis for Sweat Maize Dodol with used survey method. This research conducted since august till september 2016 with used descrifritive, SWOT and economics analysis. The result of this research is 1) Groups of farmers enterprise, the more much of members and land is worked on by maize farmer found at Dunggala village in Batudaa sub-district is 8 gorups, 187 members, and the land worked on for maize about 157,3 Ha. There fore at Pulubala Sub-district the more much of gorups of farmer enterprise at Puncak Village about 32 groups, and the members is more much found at Toidito about 705 members, but the largest land worked on by maize farmer is at Puncak village about 701,21 Ha; 2) Demografy aspect for home industry members: at Toidito village is dominated by women is about 80%; 3) and demografy aspect for home industry at Barakati village is about 100% dominated by women; 4) Economics analysis for home industry for Maize Stict with tasted by Shrimp from limboto Lake will get profit if the in-come above of break event is Rp 120.000,- if production is over of break even point is 11,975 gram and will follow of the price over of break even point about Rp 52.500; 5) Economics analysis for home industry for Dodol sweat maize will get profit if the in-come earned over of break even point is Rp 170,174, if production is earned over of break even point 6,90 basket and if the price is over of break even point is about 19.550.

Key words: *Processing Maize Production Development and Economic Driven*

## INTRODUCTION

Since Gorontalo became a Provinceon February 12<sup>nd</sup> 2000, the government has put the position of agriculture as the entry point of corn that prospected for export but has not been cultivated optimally by using technological inputs, without ignore the aspects of sustainable corn farming.

Corn has many advantages beside as people daily needs and also can be process to some products such as corn sticks, corn oil, corn starch, poultry feed, fish feed, and other function as food. In addition, corn grain can process for a variety of products, corn waste can make variety of products such as corn waste into ruminant feed, corn waste into organic fertilizer, corncob into charcoal, and corn husk can processbecome flower, paddodol, the basic material of clothes, tablecloth and someof unique products.

Based on the survey that the cornseed (yield) in Gorontalo only used for daily meal also sold to other places like export to another city in Indonesia or to another countries. Seed corn (yield) is not process into processed products that enhance the economic value of products. The price comparison corn kernels 1 kg Rp. 3,200 if it has been processed into animal feed prices reached 5 times from the original price when unprocessed. Processing the kernels into a basic ingredient of animal feed will increase the economic value of the product.

The role of the agricultural sector contributed most (28%) to the GDP ofGorontalo District, together with the services sector (23%). Because most people in Gorontalo districtworked in the agricultural sector of food crops (rice and corn), plantation crops (coconut) and fisheries. The developing of agribusiness corn in Gorontalo district need to improved because of the potential for development is big enough and has wide land. The steps to solved problem ofmaize plantations must be in accordance with local characteristics, social, economic and institutional capacities in the community because almost 90% of corn plantation is smallholder agriculture.

Baruwadi (2009), suggest that household contribution income farmers from maize farming in GorontaloProvince is 64.03%, which proved the high dependence of farmers on corn as a source of household income. In Anonymous (2012) explained that in the last five years, the national corn demand for industrial materials feed, food and beverages increased by  $\pm 10\% -15\%$  / year. In 2010 corn in Gorontalo mostly exported to several countries such as Malaysia, South Korea, Japan, and Philippines amount of 34,200 tons. To export, Gorontalo corn production is also absorbed by the local market through between regionsamount 104,810 tons of which 88,225 tons Surabaya and Jakarta 16,858 tons.

Friedmann (1990), showed that empowerment is a believed to be a " alternative development" on the model of development center to growth. At the first the development of alternative put forward some

trusts: first, country is the problem of development showed development of alternatives to eject even against the country; second, people could did no wrong and the public is an independent association; Third, community actions had capable and sufficient to realize the alternative development without state interference. Kartasmita, 2009 suggested that community empowerment: The development concept is rooted in the community, said that the concept of community empowerment includes the notion of community development (community development) and development focused on the community (community based development).

## **METHODOLOGY**

This research done in the district and sub district BongomemeTibawaGorontalo regency and to the research start from January 1 to December 2016. Furthermore, the method of selecting respondents was conducted using different methods in the two groups of respondents (group home and organization groups). For households, the method used is simple random sampling method, while the agency unit used purposive method. Total sample of households take 200 respondents consist of 40 respondents from each sample location. While the organization groups interviewed unit adapted to the number of units existing organization in each country, it is estimated the number of units of organization interviewed about 15-20 organization for each sample location.

The research method will used in the program, activities and output produced for each year of implementation of activities. In the first year of 2016 because the output are: 1) Potential socio-economic household profile, institutional corn farmer. 2) Formulation Hierarchical strategy and on the development of government policy on product development of corn processed. 3) Output products and their sales outlets in refined product sales. Meanwhile output in 2017: 1) Control the use of tools / technology products processing corn. 2) Increased insight and institutional work team development. 3) Developing the ability to access the market. And output in 2018: 1) Products Processed competitive. 2) Model of Institutional Agribusiness Corn. 3) Skills to access market information.

### **1. Observation**

Observation techniques used to obtain data and information on the resource potential of agriculture to research data and other relevant information.

### **2. Interview**

Interview techniques used to obtain data and information, formulate strategies and corn farmer empowerment activities to increase the income of corn farmers data and other relevant information.

### **3. Questionnaire**

Mechanical questionnaire used to obtain data and information on the resource potential analysis of maize agriculture based on comparative advantage, competitive and influence to empower farmers through processing corn maize and corn waste into productive economic commodity corn to increase farmers income.

### **4. Focus Group Discussion (FGD).**

Techniques Focus Group Discussion (FGD) was used to complete the data and research information, during the conduct data collection and information the draft of research reports.

## **RESULT AND DISCUSSION**

### **Maize Farmer Profile in Gorontalo District**

Table 1 showed that the number of groups in each village is different, there are composed of two groups of farmers of corn, even up to 8 groups of farmers of corn, with an average of 4 groups of crop farmers to every village in the Batudaa village. The groups that exist in each of these villages have the members of the group which is quite diverse and numerous, ranging from 49 members of the group, up to 187 members of the group to the village. Dunggala village district. Batudaa has a number of groups, include 8 corn farmer groups and also the number of group members, include 187 members of farmers of maize compared with other villages in the district Batudaa. Total corn farmer groups contained in the smallest villages and the village Bua and Iluta which only consisted of two corn farmer groups, while the number of group members at least are in the village Payunga the 49 members of the group. On average, the number of members of maize farmer groups in 8 villages in the district Batudaa is reached 87 people, with total members is 693.

Beside number of groups and group members the high total compared to other villages in the district Batudaa, corn farmers Dunggala, Pilobuhuta, and Huntu which the corn cultivated is the most wide reached 157.3 Ha; 105.9 Ha; and 103.6 Ha. The smallest corn crop in Bua Village area of 40.1 hectares. The total area of cultivated corn crop in the district. Batudaa can be reached 615.65 Ha; with an average area of arable corn crop is 76.96 hectares for every village in the district Batudaa.



**Table 1. Data of Group, Member Total, and Land Area in Subdistrict of Batudaa, Gorontalo District**

Number.	Village Name	Total Group of Village	Total of members in Group	Land Area (Ha)
1	Barakati	3	69	62
2	Iluta	2	49	41.5
3	Bua	2	53	40.1
4	Huntu	5	101	103.6
5	Pilobuhuta	5	112	105.9
6	Payunga	3	47	39.75
7	Dunggala	8	187	157.3
8	Ilohungayo	4	75	65.5
<b>Total</b>		<b>32</b>	<b>693</b>	<b>615.65</b>
<b>Average</b>		<b>4</b>	<b>87</b>	<b>76.96</b>

Table 2 showed that the villages in Pulubaladistrict have a lot corn farmer, from 13 to 32 groups in the village. This indicates that the majority of people work in PulubalaDistrictare corn farming. The members in each group in each village to approximately 300 members of the group, even some villages has 500 more members of the group. The high of the village in the district.Pulubala has a number of groups, include 30 maize farmer groups with a total membership of the second largest group after the 563 members of the village Molamahu corn farmer groups. Corn farmer groups premises smallest number in a neighboring village and village TridarnaMaolalahuie, each consisting of 13 corn farmer groups, while the number of members of each group 295 group members and 318 members of the group. The average number of members of cornfarmer groups in 11 villages inPulubaladistrict are462 people, with total members are 5077 members.

**Table 2. Data of Group, Member Total, and Land Area in Subdistrict of Pulubala, Gorontalo District**

Number.	Village Name	Total Group of Village	Total of members in Group	Land Area (Ha)
1	Pulubala	20	400	427.5
2	Tridarma	13	295	300.93
3	Molalahu	13	318	276
4	Toyidito	25	705	579.5
5	Molamahu	30	584	624.71
6	Bakti	28	529	640.5
7	Pongongaila	21	495	504.5
8	Mulyonegoro	20	405	439
9	Puncak	32	563	701.21
10	Ayumolingo	21	406	435.25
11	Bukit Aren	20	377	391
<b>Total</b>		<b>243</b>	<b>5077</b>	<b>5320.1</b>
<b>Average</b>		<b>22</b>	<b>462</b>	<b>483.65</b>

The village which has the largest corn crop cultivated in the district is located in the village Pulubala with the land area is 701.21 hectares. Baktiand Molamahu with corn crop the second largest and third, respectively in the amount of 640.5 Ha; and 624.71 Ha. The average area of cultivated corn crops in villages in the district Pulubala is 483.65 Ha; with the total area cultivated corn crop reached 5320.1 hectares.

#### **People Characteristics to Household Toidito Village Pulubala Sub District**

##### **Gender**

The tabulated results of the questionnaire related to the characteristics of a people based on gender in Table 3 below:

**Table 3. People Characteristics Based on Gender**

Number.	Gender	Percentage (%)
1.	Male	20
2.	Femala	80
<b>Total</b>		<b>100</b>

Source: Primary data processed, 2016

Table 3 showed that people in the group of households in Pulubala Subdistrict consist of 20% men and 80% women. These results showed the group of households dominated by women.

#### Age

The tabulated results of the questionnaire related to the characteristics of a people based on age in Table 4 below:

**Table 4. People Characteristics Based on Age**

Number.	Age (Year)	Percentage (%)
1.	20 – 30	40
2.	31 – 40	20
3.	41 – 50	30
5.	> 50	10
<b>Total</b>		<b>100</b>

Source: Primary data processed, 2016

Table 4 showed that the age of the people to the group of households in Pulubala subdistrict showed diversity, the range from age 20 years old to 50 years old. Most people living in households dominated by 20-30 years old by 40%, then 41-50 years old by 30%, then 31-40 years old by 20% and the rest was followed by the oldest old people above 50 years old. These results prove that the majority of people who encountered are individuals who are productive padamasa (located in the working lives).

#### Education Level

The tabulated results of the questionnaire related to the characteristics of a people based on education level in Table 5 below:

**Table 5. People Characteristics Based on Education Level**

Number.	Education Level	Presentase (%)
1.	Elementary School/equivalent	50
2.	Junior High School/ equivalent	10
3.	Senior High School/ equivalent	40
4.	D3/S1/S2	0
<b>Total</b>		<b>100</b>

Source: Primary data processed, 2016

Table 5 showed that people with the highest education level for elementary school is 50%. People with secondary school education level is 10%. Furthermore, people with the highest education level of high school /equivalent at 40%, and for the level of D3 / S1 / S2 no or 0%. From the above results indicate that a majority of the Group of Households dominated by people who have a level of education on elementary school. but it does not affect the productivity of social labor incorporated in the Household in Pulubala subdistrict.

#### Side Job

The tabulated results of the questionnaire related to the characteristics of a people based on main job and side job in Table 6 below:

**Table 6. People Characteristics Based on Main Job**

Number.	Job	Percentage (%)
1.	Farmer	30
2.	Fisherman	0
3.	Non Farmer	70
<b>Total</b>		<b>100</b>

Source: Primary data processed, 2016

**Table 7. People Characteristics Which hasSide Job**

Number.	Status	Percentage (%)
1.	Have	70
2.	Does not have	30
Total		100

Source: Primary data processed, 2016

Based on Table 6 and 7 showed that people who work as farmers is 30% and the remaining 70% are people who work not as a farmer (non-agricultural). This showed that the people who joined the group Households in the Pulubalasubdistrict mostly not as farmers, even none of the fishermen.

#### **Residence Status and Length of Stay**

The tabulated results of the questionnaire related to the characteristics of a people based on residence status and length of stay in Table 8 below:

**Table 8. People Characteristics Based on Residence Status**

Number.	Status	Percentage (%)
1.	Local People	100
2.	Immigrants	0
3.	Foreigner	0
Total		100

Source: Primary data processed, 2016

**Table 9. People Characteristics Based on Length of Stay**

Number.	Status	Percentage (%)
1.	3-5 Years	50
2.	6-10 Years	0
3.	10 Years Above	50
Total		100

Source: Primary data processed, 2016

Based on Table 8 showed that the whole of society incorporated in the Household are local peoples, not immigrants nor foreigners. From Table 9 shows that the majority (50%) of the population lived 3-5 years length of stay, and the majority (50%) again had more than 10 years length of stay.

#### **People Characteristics Households Barakati Village BatudaaSubdistrict**

##### **Gender**

The tabulated results of the questionnaire related to the characteristics of a people based on gender in Table 10 below:

**Table 10. People Characteristics Based on Gender**

Number.	Gender	Percentage (%)
1.	Male	0
2.	Female	100
Total		100

Source: Primary data processed, 2016

Based on Table 10 showed that all peoples should in the household is a woman that is equal to 100%. It showed a group of households in Batudaa dominated by women, while men do not exist who participated in the group of households.

##### **Age**

The tabulated results of the questionnaire related to the characteristics of a people based on age in Table 11 below:

**Table 11. People Characteristics Based on Age**

Number.	Age (Years)	Percentage (%)
1.	20 – 30	10
2.	31 – 40	50
3.	41 – 50	40
5.	> 50	0
Total		100

Based on Table 11 showed that the age of the people who are members of households in Batudaa showed the diversity, from the age of 20 to 50 years old. Most people living in households dominated by people aged 31-40 years old percentage 50%, then people aged 41-50 years old percentage 40%, then the people aged 20-40 years old percentage 10%; and no people over 50 years old and the oldest incorporated in household groups. These results prove that the majority of people who encountered are individuals who are productive padamasa (located in the working lives).

#### **Education Level**

The tabulated results of the questionnaire related to the characteristics of a people based on Education Level in Table 12 below:

**Table 12. People Characteristics Based on Education Level**

<b>Number.</b>	<b>Education Level</b>	<b>Percentage (%)</b>
1.	Elementary School/equivalent	30
2.	Junior High School/ equivalent	20
3.	Senior High School/ equivalent	50
4.	D3/S1/S2	0
<b>Total</b>		<b>100</b>

*Source: Primary data processed, 2016*

Based on Table 12 showed that people with the highest education level for elementary school by 30% . Peoples with secondary school education level is only 20%. Furthermore, people with the highest education level of high school / equivalent at 50%, and for the level of D3 / S1 / S2 no or 0%. From the above results show that a majority of the Group of Households in Batudaa dominated by individuals who have a high school education level. These results suggest that in addition to having high labor productivity, the local community has enough knowledge to manage the farm, especially the Group of Households in Batudaa.

#### **Main Job and Side Job**

The tabulated results of the questionnaire related to the characteristics of a people based on main job and side job in Table 13 below:

**Table 13. People Characteristics Based on Main Job**

<b>Number.</b>	<b>Job</b>	<b>Percentage(%)</b>
1.	Farmer	20
2.	Fisherman	0
3.	Non-Farmer	80
<b>Total</b>		<b>100</b>

*Source: Primary data processed, 2016*

**Table 14. People Characteristics Based on Side Job**

<b>Number.</b>	<b>Status</b>	<b>Percentage (%)</b>
1.	Have	40
2.	Does not have	60
<b>Total</b>		<b>100</b>

*Source: Primary data processed, 2016*

Based on Table 14 showed that people who work as farmers reached 20% and the remaining 80% are people who work not as a farmer (non-agricultural). It showed that the people who are members of the Group of Households in the district. Batudaa mostly not as a farmer, but mostly as office workers, even none of the fishermen. Judging from Table 14 amount 40% of people have a second job, and the remaining 60% do not have a second job. This proves that the people who joined the group Households in the district. Batudaa not just focus on the main job, but still look for other income, especially in the field of agriculture.

#### **Residence Status and Length of Stay**

The tabulated results of the questionnaire related to the characteristics of a people based on residence status and length of stay in Table 8 below:

**Table 15. People Characteristics Based on Residence Status**

Number.	Status	Percentage (%)
1.	Local People	100
2.	Immigrants	0
3.	Foreigner	0
Total		100

Source: Primary data processed, 2016

**Table 9. People Characteristics Based on Length of Stay**

Number.	Status	Percentage (%)
1.	3-5 Years	100
2.	6-10 Years	0
3.	10 Years Above	0
Total		100

Source: Primary data processed, 2016

Based on Table 16, showed that the majority of the peoples togetherwith the group Households are locals or indigenous peoples, not aimmigrantsor foreigners. According to Table 16, it is showed that the public has long been domiciled for 3-5 Years.

### The Economic Analysis of Limboto lake Shrimp Corn Stik

#### 1. Break Event Point (BEP) Analysis

$$\begin{aligned}
 \text{BEP Revenue (Rp)} &= \frac{FC}{1 - \frac{VC}{TR}} \\
 &= \frac{96.000}{1 - \frac{81.500}{200.000}} \\
 &= \frac{96.000}{1 - 0,20} \\
 &= \frac{96.000}{0,80} \\
 \text{BEP Revenue (Rp)} &= 120.000
 \end{aligned}$$

$$\begin{aligned}
 \text{BEP production (gram)} &= \frac{FC}{P - \frac{VC}{Q}} \\
 &= \frac{119.500}{10.000 - \frac{81.500}{3.000}} \\
 &= \frac{119.500}{10.000 - 20,5} \\
 &= \frac{119.500}{9,979,5} \\
 \text{BEP production (gram)} &= 11.975
 \end{aligned}$$

$$\text{BEP production (gram)} = 11.975$$

$$\begin{aligned}
 \text{BEP}_{\text{price}}(\text{Rp}) &= 52.500 \\
 \text{BEP}_{\text{price}}(\text{Rp}) &= \frac{TC}{Q} \\
 &= \frac{157.500}{3.000} \\
 \text{BEP}_{\text{price}}(\text{Rp}) &= 52.500
 \end{aligned}$$

b.  $\text{BEP}_{\text{penerimaan}} = \text{Rp } 120.000$

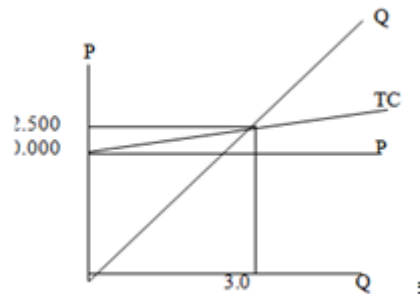
The domestic industry would benefit if acceptance is obtained exceeds the limit of USD 120,000 of the BEP, otherwise households industry will losses if the receipts obtained less than the BEP.

c.  $BEP_{production} = 11.975$  Gram

The domestic industry would benefit if production were obtained exceeds the limit BEP is 11.975 Gram sebalikya domestic industry would losses if production gained less than the BEP.

d.  $BEP_{price} = Rp. 52.500$

The domestic industry would benefit if the price obtained exceeds the limit BEP is Rp. Conversely 52,500 domestic industry would losses if prices gained less than the BEP. The break event point corn stick curve taste shrimp Limboto Lake, below:



**Figure 2. Break Event Point Curve of Limboto Lake Shrimp Corn Stick**

**Table 17. Limboto Lake Shrimp Corn Stick Variabel Cost**

Variabel Cost	Total (Rp)
1 Kg Lokal Corn/Motorokiki	12.000
1 Kg Lake Shrimp	15.000
500 Gr Tapioca Flour	9.000
100 Gr Garlic	5.000
1 Sdm salt	500
250 Gr Sugar	4.000
2 Kg Fried Oil	26.000
Total	61.500

Variable cost is change in proportion to the business activity or the amount of the marginal cost of all units produced. Based on the above table it can be seen that the number of variable limboto lake shrimp corn stick is Rp. 61,500 with a raw material that is 1 Kg of local corn for Rp. 12,000.

**Table 18. Shrimp Corn Stick Fixed Cost.**

Fix Cost	Total(Rp)
plastic packaging	11.000
Labor	50.000
Gas	10.000
rental equipment for a grinders /hour	15.000
Electric/hour	10.000
total	96.000

Fixed Cost are the costs that does not depend on the level of goods or services output that produced by the business. The table shows that the total of fixed costs of shrimp corn is Rp. 96,000 which consists of the cost of plastic packaging, labor, gas, rental equipment for a grinders and electric.

**Table 19. Shrimp Corn Stick Total Cost**

Biaya Total	Total(Rp)
Variabel Cost	61.500
Fix Cost	96.000
Total Cost	157.500

The total cost was the the amount of variable costs and fixed costs. Based on the table the shrimp corn stick total costs is Rp. 157 500.

**Table20. Shrimp Corn Stick Revenue**

Description	Production	Price	Total
Revenue	3.000 gr	10.000/ 100 gr	300.000

The Revenue is all income received from economic activities without deducting the total production expenditure. Based on the table the shrimp corn stick total revenue is Rp. 300,000

**Table 21. Shrimp Corn Stick Profit**

Description	Total
Revenue	300.000
Total Cost	157.500
Revenue (1-2)	142.500

Profit is the total revenue after deducting the total cost of production. Based on the table, the shrimp corn stick profit isRp. 142 500.

### Economics Analysis of Sweet Corn Dodol

#### 1. Break Event Point (BEP) Analysis

$$\begin{aligned} \text{BEP Revenue (Rp)} &= \frac{FC}{1 - \frac{VC}{TR}} \\ &= \frac{119.500}{1 - \frac{78.000}{250.000}} \\ &= \frac{119.500}{1 - 0,30} \\ &= \frac{119.500}{0,70} \end{aligned}$$

$$\text{BEP Revenue (Rp)} = 170.714$$

$$\begin{aligned} \text{BEP production (bucket)} &= \frac{FC}{P - \frac{VC}{Q}} \\ &= \frac{119.500}{25.000 - \frac{78.000}{10}} \\ &= \frac{119.500}{25.000 - 7.600} \\ &= \frac{119.500}{17.300} \end{aligned}$$

$$\text{BEP production (bucket)} = 6.90$$

$$\text{BEP price (Rp)} = \frac{10}{19.550}$$

d.  $\text{BEP}_{\text{revenue}} = \text{Rp } 170.174$

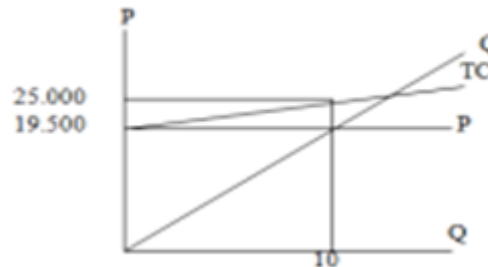
The home industry will get a profit when the revenue more than break event point value Rp. 170.174 otherwise home industry would suffer losses if the revenue obtained less than the break-even point

e.  $\text{BEP}_{\text{production}} = 6.90 \text{ bucket}$

The home industry will get a profit when the production is more than break event point value 6.90 bucket, otherwise home industry would suffer losses if the production obtained less than the break-even point

f.  $BEP_{price} = \text{Rp. } 19.550$

The home industry will get a profit when the price is more than break event point value Rp.19.550, otherwise home industry would suffer losses if the price obtained less than the break-even point. Here is a corn dodol break event point curve



**Picture3. Corn Dodol break event point curve**

**Table 22. Variabel Cost Corn Dodol**

Variabel Cost	Total (Rp)
1 Kg Sweet Corn	20.000
500 ml coconut milk	8.000
650 Gr sugar	12.500
300 Gr brown sugar	5.000
2 pack Full Cream milk	7.000
125 Gr butter	4.000
250 Gr Sticky Rice	5.000
1 pack Food Colour	500
50 Gr rice	2.000
3 pack Vanila	2.000
Gas	10.000
Total	76.000

Variable costs is the costs that change proportionally to the business activity or the amount of the marginal cost of all units produced. The table above shows that the number of variables corn dodol is Rp. 76,000 based on the main material is 1 kg of sweet corn for Rp. 20,000.

**Table 23. Corn Dodol Fixed Cost**

Fix Cost	Total (Rp)
Plastic packaging	10.000
Plastic binding	7.500
Labor	50.000
15 Bucket	52.500
Jumlah	119.500

Fixed Cost are the costs that does not depend on the level of goods or services output that produced by the business. The table shows that the total of fixed costs of corn dodol is Rp. 96,000 which consists of the cost of plastic packaging, Plastic Binding, labor and bucket.

**Table 24. Total Cost Maize Dodol**

Biaya Total	Total (Rp)
Variabel Cost	76.000
Fix Cost	119.500
Total	195.500



The total cost was the the amount of variable costs and fixed costs. Based on the table the corn dodol total costs is Rp. 195.500

**Table27.Table Maize Dodol Revenue**

Description	Production	Price	Total
Revenue	10 Bucket	25.000/ Bucket	250.000

The Revenue is all income received from economic activities without deducting the total production expenditure. Based on the table the corn dodol total revenue is Rp. 250.000

**Table28.Maize Dodol Profit**

Description	Total
Revenue	250.000
Total Cost	119.500
Profit (1-2)	130.500

Profit is the total revenue after deducting the total cost of production. Based on the table, the corn dodol profit isRp. 130.500

### Factors and Distribution Development Strategy of Maize Products

The way to find out more about the Distribution Development Strategy of Corn Products are identify alternative method how an organizations can use the strength or to use the opportunity to avoid threats and overcome weaknesses. SWOT matrix illustrates how the corn product can match opportunities and threats faced by its internal strengths and weaknesses. This can be seen in the following explanation:

#### 1. Strength

Based on analysis of data, the Strength that can be used for the product development strategy are:

- Fresh and high quality raw materials such Local Maize (Motoro Kiki) and Limboto Lake Shrimp, Sweet Maize, Brown Sugar and Coconut Milk
- Having a good business prospect and environmentallyfriend
- Build a good working atmosphere between the home industry and managerial team
- Characteristically taste and quality of products

#### 2. Weakness

Based on analysis of data, the weaknesses that can be used for product development strategy are:

- Production Volume / supplies
- The ineffective of information media
- Small area product distribution

#### 3. Opportunity

Based on analysis of data, the opportunities that can be used for the product development strategy are:

- Good consumer responses
- The wide market target for all people
- The possibility to develop new product

#### 4. Threats

Based on analysis of data, the threats that can be used for the product development strategy are:

- New competitor
- Unstable market taste

**Table 29.Internal Factors Of Maize Product**

No	Internal Factor	Scale	Rating	Score	Description
<b>Kekuatan</b>					
1	Having a good business prospect and environmentally support	0.20	4	0.80	There is good business prospect
2	high quality raw materials of corn product	0.20	4	0.80	Using high quality raw materials
3	Build a good working atmosphere between the home industryand managerial team	0.15	3	0.45	Good teamwork
4	Characteristically taste and quality of products	0.15	3	0.45	having Characteristic products
<b>Nilai Skor = 2.50</b>					

Kelemahan					
1	Production Volume / supplies	0.10	2	0.20	Limited supplies volume
2	Ineffective of product information and price product information	0.10	2	0.20	Ineffective promotion
3	Small area product distribution	0.10	2	0.20	Small area product distribution
<b>Score = 0.60</b>					
<b>Total</b>		<b>1</b>	<b>20</b>	<b>3.10</b>	

Source: Primary Data After processed, 2016.

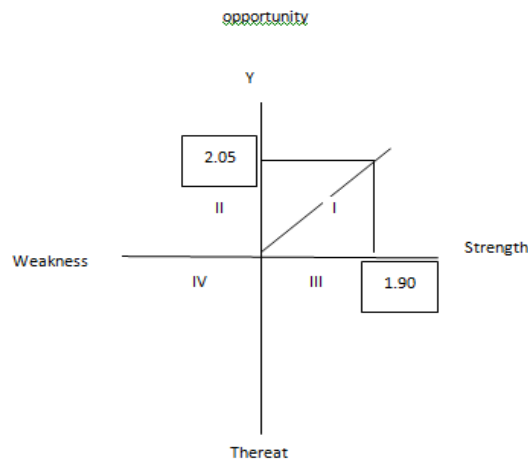
The table above shows that total strength value = 2.50 are bigger than total weakness value = 0.60, this situation indicates that the strength factor for the distribution product development strategy is greater than a factor of weakness as an inhibitor of the distribution product development strategy

**Table 29.External Factors Of Corn Product**

No	External factor	Scale	Rating	Score	Description
<b>Opportunity</b>					
1	The wide market target for all people	0.30	4	1.20	Accessible to all levels of consumer
2	Good consumer responses	0.23	3	0.69	consumer has a good responses
3	The possibility to develop new product	0.22	3	0.66	There is a . The possibility to develop new product
<b>Nilai Skor = 2.55</b>					
<b>Threat</b>					
1	New competitor	0.13	2	0.24	There are New competitors
2	Unstable market taste	0.12	2	0.26	unstability of consumers taste
<b>Score = 0.50</b>					
<b>Total</b>		<b>1</b>	<b>14</b>	<b>3.05</b>	

Source: Primary Data After processed, 2016.

The table above shows that total opportunity value = 2.55 are bigger than total threat value = 0.50, this situation indicates that the opportunity factor for the distribution product development strategy is greater than a factor of threat as an inhibitor of the distribution product development strategy. To determine the distribution product development strategy by using SWOT analysis diagram, it can be seen in the figure below:



**SWOT analysis diagram of distribution product development strategy**

Based on the results of the analysis contained in the picture, it is known that the strength is greater than weakness and generates the X axis in the diagram SWOT. Likewise, an opportunity that will be faced greater than the threat and generates the Y axis SWOT diagram. These values shown that the difference between opportunity and threat is 2:05 while the difference between strength and weakness is 1.90.

1. Strength – Opportunity Strategy

Fresh and high quality raw materials such a Local Corn (Motoro Kiki) and Limboto Lake Shrimp and the other additional raw material produced a good corn stick product and accepted by the various levels of the consumer. Similarly, raw material such as sweet corn and Palm Sugar and Coconut Milk used is still in a fresh and qualified that is processed into becoming Dodol sweet corn. Therefore, have good business prospects and environmentally friend generates the possibility of new product development as well as produced taste and quality products that have characteristics, thus the market target of all level consumer can be completed

2. Weakness – Opportunity Strategy

An improvement in volume of production / supply of shrimp corn stick and corn dodol is important to fulfill the market target. increased the effectiveness of product and price information, and open market distribution are required to push the product be accepted by all level of consumers

3. Strength- Treat Strategy

Keep the fresh and high quality raw materials such a Local Corn (Motoro Kiki) and Limboto Lake Shrimp and the other additional raw material produces a unique corn stick taste so the product is hard to defeated by new competitors and can make the public taste remained stable

Strategi (W-T). Similarly, raw materials and Palm Sugar Sweet Corn and Coconut Milk used is still in a state of quality fresh and processed into becoming Dodo Sweet Corn with characteristic flavor and chewy softness is the main attraction for this product olehan

4. Weakness –Treat Strategy

An increasing of product and price information of shrimp corn stick and sweet corn dodol are necessary to do to know market taste development. Increasing product distribution are important to face the competitor.

These factors and the development strategy of product distribution of shrimp corn stick either Sweet Corn dodol is very important. In the distribution will occur or appear several factors, both threats or weakness while development strategy is necessary for the distribution of corn product in order to improve further the quality and distribution of refined products kuantitas of the corn itself.

Based on the analysis SWOT matrix, the factors and strategies for developing distribution corn product, namely 1) The high quality of material used are received well by the public, (2) has a good business prospects and environmentally friend, generates the possibility of new product development 3) flavor and quality of products that have characteristics reach the market target in all societies level. In the other hand the weakness of the factors and strategies for developing distribution corn product, namely (1) increased the volume of production / inventory to reach the market target (2) increased the promotion of product and price information, and open market distribution are required to push the product be accepted by all level of consumers

## CONCLUSION

1. Maize Farming Profile in the district of Gorontalo

Data group, the number of members and the largest corn crop cultivated area in the district are in the village BatudaaDunggalais by 8 groups, 187 the number of members of the group, and 157.3 ha of arable area corn crop. As for the District Pulubala amount of data contained in the largest group, namely PuncakDesa some 32 groups, for the highest number of members in the village Toyidito there is a number of 705 members and the largest corn crop cultivated area located at Peak Village is an area of 701.21 ha.

2. Characteristics of People In Household group Village Toyidito District of Pulubala

People who were in the group of households in the District of PulubalaToidito dominance that has the characteristics of sex is dominated by women as much as 80%, for age dominated by the age interval 20-30 years is 40%, for the highest education level is dominated by SD equivalent as many as 50%, for the work is dominated by non-agricultural jobs in as many as 70% while for the duration of the population lived dominated by people who have been domiciled for 3-5 years and 10 years respectively by 50%.

3. Characteristics of People In Household group Village Barakati District of Batudaa

People who were in the group of households in the District of BatudaaBarakati dominated by women, as much as 100% for the category of gender, for age dominated by the age interval 31-40 years as many as 50%, for the education level of high school dominated by as many as 50% , for the work is

- dominated by non-agricultural jobs in the field as much as 80% while for the duration of the population lived dominated by people who have been domiciled for 3-5 years is 50%.
4. Economics analysis of shrimp Maize stick  
Home industry of shrimp corn stick will be gained profit when the revenue larger than the break event point value is Rp. 120.000, if the production obtained exceeds the limit break-even point is 11 975 grams and if the price obtained exceeds the limit break-even point is Rp. 52,500.
  5. Economics analysis of Maize Dodol  
Home industry of corn dodol will be gained profit when the revenue larger than the break event point value Rp 170.174, if the production obtained exceeds the limit break-even point is 6.90 bucket and if the price obtained exceeds the limit break-even point is Rp. 19.550.
  6. Factors and Distribution Development Strategy of Maize Products  
Based on the analysis SWOT matrix, the factors and strategies for developing distribution corn product, namely 1) The high quality of material used are received well by the public, (2) has a good business prospects and environmentally friend, generates the possibility of new product development 3) flavor and quality of products that have characteristics reach the market target in all societies level. In the other hand the weakness of the factors and strategies for developing distribution Maize product, namely (1) increased the volume of production / inventory to reach the market target (2) increased the promotion of product and price information, and open market distribution are required to push the product be accepted by all level of consumers

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