



# Optimisation Of UD Barokah Furniture Business Operations In Kalirejo Village, Sumbermalang District, Situbondo Regency

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## ABSTRACT

Every company, be it industrial, trade or service companies, has the same goal, namely to obtain maximum profits. To achieve this goal, companies need to optimize their production results, because with optimal production results they will also obtain maximum profits. The UD Al Barokah Furniture Company processes or produces cupboards, couches, chairs, toilets, etc. By using several stages of the production process, such as felling wood, transporting wood, cutting wood, sawing, and refining wood to produce better and better wood. The research method used is a qualitative approach. Determining the data source uses a purposive sampling technique, while the data collection method uses observation, interviews and documentation methods. The data analysis method uses reduction, presentation and drawing conclusions. The data validity method uses source triangulation. The conclusions of this research are: (1) The way to optimize UD Al Barokah Furniture Business Operations is to increase capital by setting aside a small amount of profits obtained, without borrowing business capital from banks or other financial institutions. (2) Not being able to buy a generator when the electricity goes out, the process of making cupboards, cots, chairs, toilets and so on is not optimal, because some machines still use electricity. (3) When drying in the rainy season for drying wood using a shady place, when the electricity goes out, the process of making cupboards, couches, chairs, toilets and so on uses manual tools, and other supporting factors use raw materials mixed with teak wood and wood.

## INTRODUCTION

Economics is something that cannot be separated by humans. As the times develop, human needs are increasing, therefore the economy is constantly experiencing growth and change. Economic growth is the development of activities in the economy that cause goods and services produced in society to increase (Sadono Sukirno, 2012).

Every economy will always face problems, namely unemployment, rising prices, and so on. These problems are very detrimental to society and people should avoid or reduce these problems. If it is handled properly then a country will experience a stable economy. The economy in Indonesia in the face of free trade is required to be more active and as much as possible to implement development programs. Also, businesses managed by the private sector, be it small businesses or large businesses, are required to contribute to supporting economic development.

Currently, there are so many companies, from small micro businesses to large companies, so the competition is getting tougher. This condition makes entrepreneurs compete to be at the forefront of their respective fields. Therefore, every company must improve performance in order to achieve effectiveness and efficiency. Every company must be able to find opportunities that exist to be able to compete with its competitors.

In a company to attract consumers to use the products they produce, among others, is quality improvement, so as to increase product competition in the market. So good management is needed by the company, which includes production management. According to Sofjan Assauri, production management is an activity to organize and coordinate the use of resources which are human resources, tool resources and fund resources and materials effectively and efficiently to create and increase the utility of a good or service (Sofjan Assauri, 2003).

Human resources are very important capital and wealth of every human and company activity. Humans as an important element are absolutely analyzed and developed in this way. Time, labor, and abilities can really be optimally utilized for the benefit of the organization (Sofjan Assauri, 2003).

Operations management as a process that continuously and effectively uses management functions to integrate various resources efficiently in order to achieve goals. Continuous, means that operations management is not a stand-alone activity. Management decisions are not a momentary action, but a continuous action. Effective, means that all work must be done precisely and as well as possible, and achieve the expected results. Operations management activities require extensive knowledge because they include various management functions, such as planning, organizing, mobilizing, and controlling. In its implementation, various resources such as people, materials, capital, machinery, management or methods, energy, and information are integrated to produce goods or services. In addition, operations managers are required to have the ability to work efficiently in order to optimize the use of resources and minimize waste. Operations management activities must have a goal, which is to produce a product as planned.

the definition of operations activities on three things, namely the management of organizational functions in producing goods and services, the existence of a transformation system that produces goods and services, and the existence of decision making as an important element of operations management. Operations management as a system that aims to create goods or provide services. In general, it can be summarized that operations management is an activity related to the manufacture of goods, services, or their combination, through the transformation process of production resources into the desired output (Sampurno Wibowo, 2009).

Every company, whether it is an industrial, trading or service company, has the same goal of obtaining maximum profit. To achieve this goal, the company needs to optimize its production process, because with the maximum production process it will get a large profit.

Industrial companies are economic activities that process raw materials, raw materials, semi-finished or finished goods into goods that are of high quality in their use. As one example of an industrial company is the UD Al Barokah furniture business in Kalirejo Village, Sumbermalang District, Situbondo Regency. Its geographical location is on the northern slope of Mount Argopuro, Situbondo Regency, which happens to be very far from the city.

UD Al Barokah Furniture business processes or produces cabinets, cots, chairs, dressers, and others. By using several stages of the production process, such as logging, transporting wood, cutting wood, sawing, and smoothing wood to produce better and better wood. In this case, there are many people or consumers who are satisfied with the products produced by UD Al Barokah furniture because the goods are of high quality and can adjust to the tastes desired by the community despite the frequent delays in the process of making cabinets, cots, chairs, toilets and others due to several production factors. This reason is what makes researchers interested in choosing the UD Al Barokah furniture business in Klirejo Village, Sumbermalang District, Situbondo Regency.

This furniture business is one of the livelihoods of some of the people of Klirejo Village, Sumbermalang District, Situbondo Regency. So that the quality of a product that is produced because the production process mostly still uses manual tools, it requires a workforce that is truly professional in its field.

In searching for raw materials, UD Al Barokah furniture entrepreneurs must look for wood farmers or wood farmer groups in Situbondo Regency and other districts in the East Java region. UD Al Barokah's furniture business is not only well-known in the Situbondo area, but is well known among people outside Situbondo Regency, because the goods sold are of high quality, so many of its consumers are from outside Situbondo Regency.

## **LITERATURE REVIEW**

### **Operation Management**

Regarding business, or establishing a business is not an easy matter. But keeping and maintaining the business we set up is much harder than setting it up. This is because it involves all kinds of problems that are more numerous and more complicated and challenges that will arise one after another. These challenges not only arise from within the company itself but also from outside the company. To maintain the continuity of the business that we established, all problems and challenges that arise must be resolved as well as possible (Sofjan Assauri, 1999).

Operations management as a process that continuously and effectively uses management functions to integrate various resources efficiently in order to achieve goals. Continuous, means that operations management is not a stand-alone activity. Management decisions are not a momentary action, but a continuous action. Effective, means that all work must be done precisely and as well as possible, and achieve the expected results.

Operations management activities require extensive knowledge because they include various management functions, such as planning, organizing, mobilizing, and controlling. In its implementation, various resources, such as people, materials, capital, machinery, management or methods, energy, and information are integrated to produce goods or services. In addition, operations managers are required to have the ability to work efficiently in order to optimize the use of resources and minimize waste. Operations management activities must have a goal, which is to produce a product as planned.

The definition of operations activities on three things, namely the management of organizational functions in producing goods and services, the existence of a transformation system that produces goods and services, and the existence of decision making as an important element of operations management. Operations management as a system that aims to create goods or provide services. In general, it can be summarized that operations management is an activity related to the manufacture of goods, services, or their combination, through the

transformation process of production resources into the desired output (Sampurno Wibowo, 2009).

### **Factors Of Production**

Production factors are inputs used to produce goods and services. Natural resources, capital, labor, technology, and production processes. These five factors are very important in a company (N Gregory, 2014). In production activities to produce goods or services, factors called production factors are needed. The existence of this production factor is very important to be able to support the production process. The existing production factors include natural resources, capital, labor, technology, and production processes.

No one is able to create objects, but humans are only able to process an object or service to be useful. Until an existing item has economic value that can generate money. Where in carrying out the production process must pay attention to the principles of economic welfare.

There is no difference between conventional production factors and Islamic production factors. The difference between the two is how to treat it. Islamic economic point of view is considered capable of realizing justice and prosperity. The compatibility of the Islamic economic system with human nature should not be abandoned. For this reason, in assessing the harmony of looking at several factors in business operations, namely:

#### **a. Land/Natural Resources**

Land and natural resources are the main elements used to produce goods. Land has two important functions in production activities. The first function is as a place to conduct economic activities. Roads, office buildings, shops and business locations require a piece of land to be developed. The second function is that land and other natural resources are needed as materials to produce other goods. Land and water are needed to develop and fertilize crops (Sadono Sukirno, 2004). And there is also a grouping of various natural resources as follows:

##### **1. Non-renewable natural resources**

This type of natural resource has the characteristic that the physical volume available is fixed and cannot be renewed or reproduced by human capabilities. It takes thousands of years for these resources to become available through natural processes. Metal, coal, petroleum, and rocks fall under this category. Due to their nature, these types of resources will one day run out completely after a long period of exploitation. To get them back, it is only possible through exploration of other locations or areas where luck would have it.

Further non-renewable natural resources can be further divided into natural resources that are consumed once, such as coal, oil and natural gas and natural resources that are not consumed once or have a long life of use, such as metals.

##### **2. Renewable natural resources**

Natural resources that have a continuous nature and can be renewed, either by nature or by human efforts. Solar power, wind, forests, fisheries, land, and agricultural products are examples of renewable natural resources.

#### **b. Capital**

In discussing economic and business issues, the notion of capital covers two aspects. In economic theory, the term is mainly defined as capital goods, which are objects used to process and produce various types of goods. In talking about business and the financial system, capital is also defined as funds used to make investments in the financial sector such as stocks and bonds. Often said about working capital in discussing business activities, the term is defined as funds used to finance daily business activities. By observing the use of the term capital above, it can be concluded that capital includes the following three definitions: physical goods and equipment used to produce goods and services, financial funds set aside to invest in financial assets, and funds used to finance the activities of producing and distributing goods to buyers (Sadono Sukirno, 2004).

Capital requirements for both investment and working capital can be sought from various existing sources of funds, namely own capital or loan capital (foreign capital).

1. Own Capital

According to Riyanto, it is capital that comes from the owner of the company and is also embedded in the company for an unlimited time. In other words, own capital is capital generated or formed in the company or profits generated by the company (Riyanto Bambang, 2001).

2. Foreign Capital

According to Riyanto, capital comes from outside the company which is temporary in the company. The capital is a "debt" which in time must be paid back.

c. Technology

Each industry has different capabilities in managing its production. The technology used is different, technology has a positive effect on products, because technology determines the production of the industry even though the technology used is still imported from abroad. Without the development of technology, the productivity of production goods will not change and remain at a very low level.

Technology has various meanings, but applied in the business environment, technology generally includes all the ways that companies use to create their consistency. Technology includes human knowledge, work methods, physical equipment, electronic and telecommunications tools, and various management systems used for business activities (Ricky W. Griffin, Ronald J. Ebert, 2006).

Technological progress has had two important effects on production activities and their productivity. Firstly, technology enables the replacement of economic activity from using animals and humans to machine power. Secondly, it improves the quality and capabilities of the machines used. In a modern economy every company is always trying to develop technology. To ensure that they can always compete with other companies, they always try to develop technology and innovate. One important goal is to improve efficiency, and will leave the productivity of producing activities.

d. Labor

Labor in economics, what is meant by the term human labor is not merely human power to hoe, saw, carpentry, and all other physical. What is meant here is not just labor alone, but more broadly, namely human resources (Suherman Rosyidi, 2006). The term human resources includes not only physical labor or non-physical abilities, not only educated but also unskilled labor. Therefore, it is true if someone says that the quality or quality of a nation's human resources depends on the quality or devotion, health, physical strength, education, and skills of its population (Suherman Rosyidi, 2006).

Based on Law No. 14 of 1968, concerning the main provisions regarding labor, it is stated. "labor is everyone who is able to do work both inside and outside the community environment". The above definition implies that labor has a positive relationship with production activities because it is a resource or can encourage production capacity (M. Arifin, 2010).

Labor is viewed from several aspects, for example from demographic and economic aspects. Labor according to demographic terms is every person or population aged 10 years and above, and is able to carry out work. Meanwhile, according to economics, labor is every person who directly participates in providing wages as a reward for services.

The above definition implies that labor has a positive relationship with production activities because it is a resource or can encourage production capacity, as late as the definition put forward by M. Arifin, that "labor is a product of working age, namely the population aged 15-16 years", further said that labor is the total population in a country that can produce

products and services, if there is a demand for their labor and if they are willing to participate in these activities (M. Arifin, 2010).

With labor, production activities will be quickly completed properly. If the workforce is well educated to become a professional workforce, namely a workforce that has the skills and abilities so that it is able to work more productively, the production results obtained are in accordance with the predetermined targets. Labor employed in the company, they are partners of employers. There is no conflict of interest between employers and workers, because they help each other and produce goods and services needed by many people. Therefore, employers must provide decent wages for their workers (Buchari Alma, Donni Juni Priansa, 2009).

#### e. Production process

The production process is the flow of the production process from planning raw materials to becoming a final product (finished goods) in one company. The process flow in question is the sequence of work that must be done in the implementation of the production process that we know is as follows:

##### 1. Continuous production process(continue process)

The main production pattern must be invariable and continuous so that the production implementation pattern is always the same.

##### 2. Intermittent production process(intermittent process)

In the production process there are several patterns and sequences of implementation of the production process. This month's patterns and sequences may not be used for next month's patterns and sequences, so the types of products produced each month are different (Henwiradro, 2011).

#### f. Raw Materials

Raw materials are very supportive in all aspects. In industry, be it the chemical industry, textile industry, food and beverage industry and so on, raw materials are an important factor in the production process. Raw materials are important in increasing the efficiency of economic growth. Even in less developed societies, raw materials play a very large role in economic activities, raw materials are a factor of production needed in the production process, so that the supply of raw materials in a company is an important thing to control properly, controlling raw materials in this case is where the use of raw materials must be done as well as possible seen from the availability of raw materials contained in the industry, so that the company can generate optimal income from the production results obtained. Selection of high quality raw materials and maximum processing will result in production, production that can satisfy the public or consumers.

Things that need to be considered in controlling raw materials include:

##### 1. Type of material

##### 2. Organization and control of materials, because it will affect the time and production process.

##### 3. The condition of the place and storage of goods will facilitate or complicate the process of penegndalian materials, ie: spacious place and breadth to take and put raw materials

Lack and excess of raw materials will also cause costs and will affect the production process. For this reason, it needs to be managed and regulated properly. The purpose of managing raw material inventory is to provide the raw materials needed in the production process so that it can run smoothly without a shortage or excess inventory. There are 2 main things that must be considered in inventory management, namely:

##### a. The quality system will affect the quality of production results. Therefore, it is necessary to plan for standardizing the quality of raw materials at the beginning of the purchase.

b. The amount purchased will affect the costs that will arise due to the amount of raw materials purchased being too large or too small.

To find out the amount of basic raw material requirements, we must know how to buy raw materials. There are several ways to purchase the supply of raw materials, namely:

1. Purchases are made directly for all raw material needs for the production process, this means:
  - a. The purchase cost is very high
  - b. The inventory period is long enough to be produced
  - c. More secure and safe.
2. Make purchases repeatedly. This means:
  - a. Purchasing costs are more efficient and effective
  - b. The purchase period will be more planned
  - c. Production is not necessarily well guaranteed because there can be a mismatch of needs between the purchase plan and reality.

The general understanding of the term raw material can have the meaning of a basic material that can come from various places, where the material can be used to be processed by a certain process into another form that is different from the original form. While the general understanding of raw materials is the raw material that is the basis for making a product where the material can be processed through a certain process to be made into another form.

The benefits of raw material inventory are:

1. Eliminate the risk of poor quality materials
2. Minimize the risk of delays in the arrival of goods.
3. To maintain the stability of the company's organization or ensure the smooth flow of production.
4. To achieve machine utilization efficiency.
5. To provide the best possible service to subscriptions at all times (Irma Nilasari and Sri Wilujeng, 2006).

## **METHODS**

This research uses qualitative research methods, while the type of research used is descriptive research. Descriptive research focuses on the actual as it is when the research takes place. Through descriptive research, researchers try to describe events and events that are the center of attention without giving special treatment to these events (Muri Yusuf, 2017).

## **RESULTS AND DISCUSSION**

### **How To Optimize The Operations Of Ud Al Barokah Furniture Business In Kalirejo Village, Sumbermalang District, Situbondo Regency**

Through production factors, namely capital, labor, land (natural resources), technology, production processes, and raw materials, UD Al Barokah furniture entrepreneurs in Kalirejo Village, Sumbermalang District, Situbondo Regency optimize their production results in a way:

First, increasing capital, meubel entrepreneurs increase their capital by selling their products outside the region because they can price them at a higher price, UD Al Barokah meubel entrepreneurs in kalirejo village, Sumbermalang sub-district, Situbondo district prefer working capital sourced from themselves than sourced from banks or other financial institutions. Because according to Sukamto, the capital obtained from borrowing a bank will increase the burden due to the interest given by the bank, so that it cannot be maximized in managing finances.

Second, selecting workers who are able to work well and professionally, without prioritizing the education of the workers. Working hours are set from the morning, namely 07.00

to 16.00 in the afternoon so that a professional workforce is really needed and also works well, and later by starting work earlier the process of making cabinets, centipedes, chairs, dressers and others will be completed quickly, and the manufacturing process can be on time. In addition, meubel entrepreneurs make a work system with a piecework system, with a work system made piecework then given the target of producing every day so that the results are as expected. In addition to production results in accordance with the target, it is also necessary for the production results to have good quality, to get that meubel entrepreneurs divide the work according to the ability of employees. So that everything runs smoothly and truly in accordance with expectations.

Third, meubel business owners pay wages to employees on time and properly according to their performance. So as to generate work enthusiasm for employees who will later work well and professionally.

Fourth, in the production process activities use electric machines. With electric machines the employees are easier and faster in the process of making cabinets, cots, chairs, dressers and others, as with the electric machine the work is getting done faster and on time. Combining electric machines with manual machines so that the process of making cabinets, cots, chairs, toilets and others continues when the electricity goes out and taking care of the machine so that it does not break down quickly.

Fifth, furniture entrepreneurs to launch their production activities utilize the natural wealth of land as a business building. Land is a natural resource that cannot be renewed because of its nature, this type of resource will one day run out completely after a long time of exploitation. To get it back, it is only possible through exploration of other locations or areas that if lucky will be obtained.

While wood is used as raw material for making cabinets, cots, chairs, toilets and others, so that the process of making cabinets, cots, chairs, toilets and others runs smoothly with the presence of land and wood. Wood is a natural resource that can be renewed is a natural resource that has the nature of constantly existing and can be renewed, both by nature and by human efforts.

Sixth, furniture entrepreneurs combine raw materials, namely teak wood with millina wood. To save time, speed up production and get more results, furniture entrepreneurs purchase raw materials directly as a whole and a lot, and UD Al Barokah meubel business owners combine teak wood with millina wood, in addition to making more results also save costs. To maintain the quality and appearance of products, furniture entrepreneurs combine teak wood with millina wood, but more teak wood. The use of raw materials is as good as possible, the remaining wood is also used as firewood by the surrounding community. In addition to the production factors of furniture entrepreneurs to optimize their production results are by designing special buildings, which are in accordance with the needs of making cabinets, cots, chairs, dressers, and others. For example, the building is designed wide and high to facilitate the laying of materials because the size of the product is high and large, the width makes it easier for employees to work and lay raw materials, the finished product is sanded to make it smoother, resulting in smoother wood, and the yard is made wide to facilitate the laying of materials and products.

### **Supporting Factors Implemented By Ud Al Barokah Furniture Business In Kalirejo Village, Sumbermalang District, Situbondo Regency**

Supporting factors used when making cupboards, couches, chairs, toilets, etc. are:

1. When drying in the rainy season to dry the wood that has been cut because there is no sunlight, the furniture business owner uses a shady place with an open room and uses a tin roof to dry the wood, although drying the wood takes a little longer, around 1 week before it can be produced compared to drying in the hot sun and in just 1 or 2 days the wood can be produced.



2. When the electricity goes out, the process of making cupboards, cots, chairs, toilets and other things uses manual tools, but the production process takes longer to complete.
  3. Purchase raw materials in the required quantities to anticipate raw material shortages
- Obstacle Factors Faced by UD Al Barokah Furniture Business in Kalirejo Village, Sumbermalang District, Situbondo Regency.

Obstacle factors that are often faced when making cupboards, couches, chairs, dressing tables, etc. are:

- a. It is difficult to dry wood that has been cut because it is very dependent on sunlight for drying. If the wood is not dry enough, the product results will not be good.
- b. When the electricity goes out, the process of making cupboards, cots, chairs, dressing tables, and so on is not optimal. Because some machines use electricity.

Raw materials are lacking when public or consumer demand is increasing, so that only a few products can be produced and are of poor quality.

## CONCLUSION

Based on the research results as stated in the previous chapter with reference to the problem formulation, it can be concluded as follows:

1. Implementation of UD Al Barokah Furniture Business Operational Optimization:
  - a. Increase capital.
  - b. Choose workers who are able to work well and professionally.
  - c. Furniture business owners pay wages to employees on time and appropriately according to their performance.
  - d. In the production process activities using electric machines.
  - e. Carrying out its production activities utilizes the natural riches of the land as a building for its business, wood is used as a raw material.
  - f. Furniture entrepreneurs combine raw materials, namely teak wood with milina wood.
2. Supporting factors carried out by UD Al Barokah Furniture Business:
  - a. Use a shady place with an open space and use a tin roof to dry the wood, even though the wood drying is not optimal.
  - b. When the electricity goes out, the process of making cupboards, cots, chairs, dressing tables, and so on uses manual tools.
  - c. Using a mixture of teak wood and milina wood, although the resulting quality is different from the original product, all made from teak wood.
3. Obstacle factors faced by UD Al Barokah Furniture Business:
  - a. It is difficult to dry cut wood because it is very dependent on sunlight for drying or drying. If the wood is not dry enough, the product results will not be good.
  - b. When the electricity goes out, the process of making cupboards, cots, chairs, dressing tables, and so on is not optimal. Because some machines use electricity.
  - c. Raw materials are lacking when public or consumer demand is increasing, so that only a few products can be produced and are of poor quality.

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