DANADYAKSA
POST MODERN ECONOMY JOURNAL

Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

# ANALYSIS OF THE INCOME OF RINA BOLO-BOLO INNOVATIVE BANANA COMMODITY CULINARY BUSINESS

**Arina Putri Sabrita A. T**[1]
**Universitas Tadulako, Palu, Indonesia**
arinatimumun94@gmail.com

**Andi Herman Jaya**[2]
**Universitas Tadulako, Palu, Indonesia**
andibataraherman@gmail.com

**Yohan**[3]
**Universitas Tadulako, Palu, Indonesia**
jowe.shine12@gmail.com

**Ika Rafika**[4]
**Universitas Tadulako, Palu, Indonesia**
ikarafika709@gmail.com

**Muhammad Ichsan**[5]
**Universitas Tadulako, Palu, Indonesia**
ichsanbadong@gmail.com

**Abstract**

This research aims to o analyze the income level and business viability of the "Rina Bolo-Bolo" culinary business in Palu City. The method used is a descriptive approach employing both qualitative and quantitative data collection techniques, including direct observation and documentation of production costs and monthly sales revenue. The results of the study show that the total production costs incurred per month amount to Rp2,925,458, with total revenue reaching Rp6,000,000, resulting in a net income of Rp3,073,542. An R/C Ratio of 2.05 indicates that every rupiah spent generates revenue of Rp2.05, indicating that Rina Bolo's business is highly viable. Based on these findings, it can be concluded that Rina Bolo-Bolo's business has very promising prospects and is worthy of development as a highly profitable sustainable micro-enterprise model.

**Keywords:** Business Feasibility, Business Revenue, Industry, R/C Ratio

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

## INTRODUCTION

The development of the food processing industry in Indonesia has made this sector the backbone of the people's economy, especially at the scale of small and medium enterprises engaged in the agricultural product processing industry (Todaro and Smith, 2020). Industry in general can be defined as a business that processes raw materials into value-added products through an organized production process, both on a household scale and on a formal industrial scale. One of the leading commodities that has been the mainstay of farmers as well as the basis for many food processing industries is bananas, which in the last year reached a peak in fruit production with a volume of hundreds of thousands of tons per year, so that the availability of these raw materials encourages the development of the banana processing industry in various forms such as chips, sale, getuk, flour, puree, and various other products (Nelia et al., 2025).

Based on data from the Central Statistics Agency (2021) and the Directorate General of Horticulture (2021), it shows that banana production occupies a position as the main fruit commodity in Indonesia with a production volume of 8,741,147 tons. This number is the highest compared to other types of fruit and its distribution is evenly distributed throughout the province, so its position as a potential export commodity and main food is a strong reason for the government to encourage the processing of banana-based food products through agricultural development policies that focus on downstreaming.

Central Sulawesi Province is an area that develops the banana-based food processing industry on the scale of households and small and medium enterprises (MSMEs). As the capital of the province, the banana food industry developed by producing various processed products, especially banana chips which became typical regional souvenirs.[2] This industry involved workers from both producer families and outside the family, contributing to increasing the income of the local community. Bananas are one of the main horticultural commodities cultivated in Central Sulawesi, including in the Sigi District area and surrounding areas.[4] The abundant availability of banana raw materials has encouraged the growth of the banana-based food processing sector in this region. The development of the banana chips industry shows good economic potential. Based on research conducted by Yahya et al., (2021) from STIE Mujahidin Tolitoli at the Ferikar Household Industry in Tolitoli Regency, the processing of bananas into banana chips shows significant added value in the production process, which is IDR 3,345,000 per one production time with the use of 72 kg of horn banana raw materials. This value shows that the banana processing industry is developing both from the technical aspects of production and aspects. economy, through increasing the added value of products and household income of producers.

Most of the empirical research that only focuses on the classic banana industry such as chips and food sales in certain centers, while modern banana processing industries such as innovative fried bananas with variants of flavors and toppings have not been widely explained, so that gap research is formed in understanding how the added value, input efficiency, and income patterns of banana processing businesses based on modern culinary products such as round fried bananas (bolo bolo) with variations Toppings can contribute to the local community's economy and the absorption of local labor. In addition, the lack of research that explains the direct relationship between banana commodities as agricultural raw materials, household industrial scale processing, and urban consumer market segmentation makes this kind of banana processing industry income analysis relevant to be studied in more depth, especially in the context of increasing the

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

competitiveness of local food MSMEs and business desires amid rising prices of raw materials and auxiliary materials.

The culinary business "Rina Bolo Bolo" processes bananas into round fried bananas products with a distinctive bolo bolo shape and is topped with various flavor variants, so that it represents an innovative banana processing model and is in line with the trend of snack consumption in big cities, as well as can be an empirical example to analyze the income patterns, cost structure, and added value resulting from banana processing in modern small businesses. Positioning the Rina Bolo Bolo industry as a representation of the banana processing industry based on culinary products, this study is expected to be able to summarize the existing literature while providing a concrete picture of the potential development and challenges of similar businesses at the MSME level, so that it can be a reference for business actors and local governments in designing local commodity-based agroindustry development policies.

Based on this background, this study aims to analyze the level of income obtained from the Rina Bolo-Bolo Culinary Business in Tondo Village, Palu City and evaluate the feasibility of the business based on various economic indicators, namely Revenue Cost (R/C Ratio). Through this approach, this research is expected to obtain an objective picture of business efficiency and its sustainable development prospects. The results of this research are not only useful for business actors in making managerial decisions, but also relevant as a reference for potential investors and local governments in developing MSME development strategies based on the basic needs of the community.

## REVIEW OF LITERATURE

### Reception

Revenue is defined as the result of the number of products sold. The measurement of this amount of revenue can be done through three main methods. First, the production approach focuses on calculating the total value of the final goods and services produced in a certain period of time. Second, the revenue approach focuses on the accumulation of the value of return for services obtained by the owners of the production factor (Sukirno, 2017).

All results obtained from the process of selling goods are the definition of business revenue. This value is highly dependent on the volume of production that is successfully marketed and the level of selling price set. Mathematically, farming revenue or total revenue is obtained from the result of multiplying the quantity of production and the price per unit (Soekarwati, 2006). An increase in the number of goods sold directly will increase the total revenue received by business actors.

The type of revenue in business activities is divided into two categories, namely cash and non-cash. Cash receipts refer to money that is physically received through direct sales transactions in the market. Meanwhile, non-cash receipts include the total value of products that are not marketed, for example for personal consumption or stored. The unsold products must still be converted in value based on the prevailing market price at that time so that the calculation of total production remains accurate (Amalia, 2023).

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

## Revenue

Business performance, especially at the microeconomics and business management scale, is often measured through revenue indicators. This measure shows the level of effectiveness of a business unit when converting production inputs into outputs of economic value. Cash inflows are only one side of revenue; the other side includes indicators of efficiency, long-term stability, and future expansion opportunities (Sukirno, 2017).

Henryani et al., (2023) define operating income as the difference between the total revenue from sales and all production costs. The reference to determine the condition of a company's profit or loss usually depends on the value of the net income. The business opportunity to survive and compete competitively in the market is reflected in the consistent increase in net income.

Sales volume, pricing policies, cost efficiency, and market response to products are all factors that determine the amount of revenue. Revenue performance, especially in the MSME sector, is greatly influenced by operational efficiency and distribution management (Saputra et al., 2018). Revenue stability tends to be owned by businesses that are able to manage costs carefully while optimizing their marketing strategies.

Sound financial management remains the main determinant even though the value of income is relatively high. Business actors should view revenue as part of the cost structure, production model, and growth strategy, not just nominal value. Decisions regarding the expansion or restructuring of business activities must be based on periodic monitoring of revenue trends in the midst of a dynamic business environment.

The ability of businesses to make optimal use of resources and respond to market dynamics is reflected in their revenue achievements. The position of a business in the midst of competition will be stronger if it is supported by the right revenue analysis. A deep understanding of the direction and prospects of future business sustainability can be obtained through the results of the analysis.

## Production Costs

Cost is all resources used to produce goods or services. Production costs are the total costs incurred to produce goods or services, including all costs related to the production process either directly or indirectly. Sukirno emphasized that production costs include all expenses made by the company to obtain production factors and raw materials that will be used to create the goods (Krisna and Nuratama, 2021). This expenditure involves payment in the form of money as well as the value of the inputs owned by the company itself.

The components of production costs are divided into two main categories, namely fixed costs and variable costs. Fixed costs arise due to the use of unchanged production factors, so that the expenses incurred remain consistent even though the production volume fluctuates. Ramadhani et al., (2023) explain that variable costs are highly dependent on the size of the production volume produced. The total cost of production in a business is the result of the sum of fixed costs and variable costs, where the efficiency of using costs will determine the level of profitability of the business.

## Business Eligibility

The determination of whether a business activity has the potential to be carried out efficiently, sustainably, and profitably is carried out through a business feasibility assessment

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

process. This study involves various crucial dimensions including economic, technical, legal, managerial, and social aspects as the foundation for strategic decision-making (Kirana et al., 2024). Identifying potential risks and estimating profits is the main goal of this assessment for business actors.

The MSME sector needs a feasibility analysis to get a complete picture of operational efficiency and resilience to market dynamics. Efficient use of resources, the creation of added value, and the ability to survive in the midst of economic fluctuations are characteristics of a financially viable business (Arnold et al., 2020). The measurement of financial feasibility can be done using the Revenue Cost Ratio (R/C Ratio), which is a comparison between total revenue and total costs. A business is categorized as economically viable if the R/C Ratio value is greater than 1 (R/C > 1), which indicates each unit of cost is capable of generating higher revenue.

Feasibility studies function as an effective prediction instrument to prepare strategic planning and risk management (Soekarwati, 2019). Business actors are able to design business scenarios that are relevant to internal capacity and market characteristics through in-depth assessment. Detection of weaknesses before business implementation through feasibility evaluation plays an important role in preventing future failures. Break Even Point (BEP) analysis is another vital component to determine the minimum sales volume so that the business does not lose money. A low BEP point indicates that businesses can more quickly cover operational costs and start making profits.

The quality of equipment, technological efficiency, and the readiness of production infrastructure are technical factors that also determine the feasibility of the business. Adaptation of management and organizational systems to market changes and government regulations is the key to the success of a business entity (Kusumaningtyas et al., 2021). The legality aspect that includes licensing and compliance with health standards also cannot be ignored in assessing the legal protection of businesses.

Marketing strategy and bargaining position in the market are closely related to the sustainability of a business. High sustainability opportunities are usually owned by businesses with a solid distribution system, competitive prices, and effective promotions. The use of online platforms in the current digital era has transformed into a feasibility factor that is very relevant for business sustainability (Subiyakto et al., 2022).

The application of the principle of business feasibility allows businesses to set realistic targets and strengthen their competitive position. Feasibility studies should be viewed as part of a dynamic strategic management process and need to be evaluated periodically. Long-term operational continuity will be better maintained if the evaluation is not only carried out in the initial phase of business establishment.

**Industry**

Industry is a business or activity in the management of raw materials or semi-finished goods into finished materials that have added value to make a profit. Assembling and repairing businesses are part of the industry (Arnold et al., 2020). Industrial products are not only in the form of goods, but also in the form of services. Industry is one of the efforts to improve the welfare of the

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

population. In addition, industrialization is also inseparable from efforts to improve the quality of human resources and the ability to utilize natural resources optimally.

The definition of industry in a narrow sense is all the busyness of human economics that processes raw goods or raw materials into semi-finished goods or finished goods or goods with higher benefits. The definition of industry in a broad sense is all human busyness in the economic side that is productive and commercial in nature to fulfill the interests of life.

The industrial sector plays a key pillar in efforts to improve the welfare of the population through job creation and economic opportunities. Industrialization has always been closely related to efforts to improve the quality of human resources through technology transfer and sustainable development of technical expertise. Optimizing the use of natural resources is a strategic target so that material exploitation goes hand in hand with efficiency and environmental sustainability. The economic independence of an area is often reflected in the ability of its people to manage natural potential into products that have high competitiveness.

## RESEARCH METHOD

This research is a type of descriptive research that seeks to present data systematically and factually. The data source consists of primary data obtained directly through interviews and filling out questionnaires by business owners. Secondary data as a complement to the research is collected through official documents from related agencies. This study uses a case study method with a focus on one household banana processing industry. The selection of this research unit is based on the industry-specific characteristics that represent the processing of bananas into banana chips in the research area, thus providing an in-depth picture of the production process and the added value produced (Scott, 2019).

The calculation of the level of operating income is carried out based on the difference between total revenue and all operational costs incurred. The business feasibility analysis was evaluated using the R/C *Ratio* method. The R/C *Ratio* indicator is used to measure the efficiency of the use of costs in generating revenue. The formulations used in this calculation are as follows:

1. The total cost can use the following formula (Sukirno, 2017):
   TC = FC + VC
   Description:
   TC : *Total Cost* (Total cost)
   TFC : *Total Fixed Cost* (Total fixed cost)
   TVC : *Total Variable Cost* (Total variable cost)
2. Total receipts can be calculated with the following formula (Sukirno, 2017):
   TR = P x Q
   Description:
   TR : *Total Revenue* (Total Acceptance)
   P : *Price* (Product price)
   Q : *Quantity* (Production quantity)
3. Revenue can be calculated using the following method (Sukirno, 2017):
   $\pi$ = TR - TC
   Description:
   $\pi$ : Operating income

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

TR : *Total Revenue* (Total Acceptance)
TC : *Total Cost* (Total cost)

4. Calculating RC/*Ratio* can be done with the following method (Soekarwati, 2006):
Formula:

$$\text{R/C } Ratio = \frac{\text{Total Revenue (TR)}}{\text{Total Cost (TC)}}$$

Description:
R/C : Business feasibility
π : Operating income
TC : *Total Cost* (Total cost)
Business Eligibility Criteria:
R/C > 1 : Rina Bolo-bolo is worthy of continuing.
R/C < 1 : Rina Bolo-bolo's business is not worth continuing.
R/C = 1 : Rina Bolo-bolo's business is at break-even point

## RESULTS AND DISCUSSION

### Research Results

### Depreciation Cost Calculation Results

According to Daharang (2019), depreciation costs are the systematic allocation costs of the acquisition of a fixed asset throughout its estimated economic useful life. Depreciation costs can be calculated using a fairly simple straight-line method model, this method divides the acquisition price of assets (after deducting the residual value, if any) by their economic life, which is equal every year/period.

**Table 1**
**Depreciation Cost Calculation Results**

| No | Tool Name | Purchase Price (Rs) | Usage Length (Year) | Depreciation/ Month (Rs) | Depreciation/ Year (Rs) |
|---|---|---|---|---|---|
| 1 | Booth/Outlet | 4.000.000 | 4 | 83.333 | 1.000.000 |
| 2 | Wooden Table | 400.000 | 3 | 11.111 | 100.000 |
| 3 | 2 Burner Gas Stove | 450.000 | 4 | 9.375 | 90.000 |
| 4 | 3 Kg Gas Cylinder (2 Units) | 360.000 | 4 | 7.500 | 90.000 |
| 5 | Large Skillet | 200.000 | 4 | 4.167 | 50.000 |
| 6 | Knives and Cutting Boards | 100.000 | 4 | 2.083 | 25.000 |
| 7 | Oil Slicer | 60.000 | 3 | 1.667 | 15.000 |
| 8 | Plastic Chair (4 Units) | 100.000 | 3 | 2.778 | 25.000 |
| 9 | Digital Scales | 160.000 | 3 | 4.444 | 25.000 |
| | Total | 5.770.000 | | 126.458 | 1.420.000 |

Source: Primary data after processing by researchers, 2026

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

Based on the calculation results in Table 2, the contribution of depreciation expense to Rina Bolo-Bolo's business starts from the minimum value, namely oil slicers with a figure of IDR 15,000 per year or equivalent to IDR 1,667 per month. This depreciation load is then followed by a group of supporting equipment which includes knives and cutting boards, plastic chairs for customers, and digital scales which each have an annual value of IDR 25,000, with details of monthly expenses of IDR 2,083, IDR 2,778, and IDR 4,444, respectively. Furthermore, there is an increase in the burden on core production tools in the form of large griddles worth IDR 50,000 per year (IDR 4,167 per month). which is then followed by the components of the ignition system, namely a two-burner gas stove and a gas cylinder with a depreciation value of IDR 90,000 per year, respectively, or if reviewed on a monthly basis of IDR 9,375 and IDR 7,500.

Equipment such as wooden tables that function as operational corners has a depreciation value of IDR 100,000 per year (IDR 11,111 per month), until finally reaching its peak in the form of the main asset in the form *of booths* or *outlets* with the highest value of IDR 1,000,000 per year which contributes a monthly expense of IDR 83,333. Overall, the annual depreciation cost structure reaches a total of IDR 1,420,000 or equivalent to IDR 126,458 per month This shows the dominance of investment in the physical identity of the business or *outlet*, while other technical equipment remains at a highly efficient and controlled level of expenditure for the sustainability of daily operations.

The large capital placement in the booth unit reflects the strategy of business actors in building visual appeal (*brand* awareness) from an early age, although technically this cost is the largest depreciation burden in each period.

**Fixed Cost Calculation Results**

Fixed costs are a type of expenditure that is relatively constant and must still be paid, regardless of the size or size of the level of production obtained. The total fixed costs incurred by business owner Rina Bolo-bolo every month are as follows:

**Table 2**
**Fixed Cost Calculation Results**

| Land Lease (Rs) | Employee Salary (Rs) | Depreciation Costs (Rs) | Total Cost/TC (Rs) |
|---|---|---|---|
| 400.000 | 1.000.000 | 126.458 | 1.526.458 |

Source: Primary data after processing by researchers, 2026

Based on Table 2, the interpretation of Rina Bolo-bolo's operating cost structure shows that the total fixed costs incurred reached IDR 1,526,458. This figure is obtained from the accumulation of land rent of IDR 400,000/month, employee wages of IDR 1,000,000/month, and asset depreciation costs of IDR 126,458/month from total operational tools. Economically, the large portion of depreciation costs that reach more than half of the total fixed costs indicates that the operations of this business are strongly driven by the use of fixed assets or physical infrastructure.

**Variable Cost Calculation Results**

Variable cost is a type of expenditure that changes proportionally according to the amount of output produced in each production period. The main characteristic of the cost variable is that the larger the amount of production carried out, the larger the variable cost will also be incurred. Conversely, if production is reduced or not carried out, then the variable cost will also be significantly reduced. Cost variables in Rina Bolo-Bolo's business include the cost of main raw

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

materials, the cost of supporting materials, the cost of product packaging, and the cost of fuel for the production process.

**Table 3**
**Variable Cost Calculation Results**

| Yes | Item Name | Unit Price (Rs) | Number of Items/Month | Total Cost/Month (Rs) |
|---|---|---|---|---|
| 1 | Bananas | 20.000 | 10 Tie | 200.000 |
| 2 | Tepung | 15.000 | 10 kg | 150.000 |
| 3 | Cooking Oil | 23.000 | 10 litres | 230.000 |
| 4 | Milo and Oreo Cheese | 15.000 | 12 Pack | 180.000 |
| 5 | Glaze 5 rasa | 47.500 | 6 kg | 285.000 |
| 6 | Sweetened Condensed Milk | 18.000 | 5 Cans | 90.000 |
| 7 | Granulated sugar | 19.000 | 5 kg | 95.000 |
| 8 | Packaging | 25.000 | 5 Pack | 125.000 |
| 9 | Die Internet | 45.000 | 10 GB | 45.000 |
| | Total | | | 1.400.000 |

Source: Primary data after processing by researchers, 2026

Based on the data in Table 3, the results of the calculation of variable costs, the production cost of this business is dominated by the procurement of raw materials and packaging with a total expenditure of IDR 1,400,000/month. The largest cost component is allocated for the purchase of 5-flavor Glaze worth IDR 285,000, followed by the cost for 10 liters of cooking oil for a total of IDR 230,000, and the cost of banana raw materials of IDR 200,000.

Other expenses consist of supporting ingredients such as cheese, milo, and oreo (IDR 180,000), flour (IDR 150,000), granulated sugar (IDR 95,000), and sweetened condensed milk (IDR 90,000). Overall, this cost structure shows that the flavoring ingredients (toppings/glazes) and the main raw materials (bananas) are the key variables that most affect the fluctuations in Rina Bolo-Bolo's business production costs.

**Total Cost Calculation Results**

Total cost is the sum of two main components, namely fixed *cost* whose value is not affected by output volume, and variable *cost* which changes proportionally according to the level of production.

**Table 4**
**Total Cost Calculation Results**

| Business Name | Fixed Fee/FC (Rs) | Depreciation Costs (Rs) | Variable Cost/VC (Rs) | Total Cost/TC (Rs) |
|---|---|---|---|---|
| Rina Bolo-bolo | 1.400.000 | 126.458 | 1.400.000 | 2.926.458 |

Source: Primary data after processing by researchers, 2026

Based on the data in Table 4, the results of the calculation of Fixed Costs, Variable Costs and Total Costs, it can be described that the total capital allocated for Rina Bolo-bolo business

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

operations reached Rp2,926,458. This figure is an accumulation of two main cost components, namely variable costs and fixed costs.

Variable Cost is the constituent of the raw material budget with a value of IDR 1,400,000. This indicates that most of the capital is absorbed for raw material needs which are directly proportional to the amount of production. Meanwhile, fixed costs were recorded at IDR 1,400,000 for land lease expenses, worker wages and depreciation costs of IDR 126,458, reflecting routine operational expenses that were not affected by *output* volume. Overall, this comparison shows that Rina Bolo-bolo's operating cost structure has a high degree of flexibility because it is dominated by variable costs, which can be adjusted to sales targets every month.

**Revenue Calculation Results**

Revenue is the total value of money received by business owner Rina Bolo-bolo for the sale of products. The revenue result is a multiplication between the number of units sold and the selling price per unit, which reflects the market's ability to absorb the product produced.

**Table 5**
**Total Revenue Calculation Results**

| Average processed banana products sold/day (pcs) | Average products sold/month (pcs) | Unit Price (Rs) | Total Receipts/month (Rs) |
|---|---|---|---|
| 20 | 600 | 10.000 | 6.000.000 |

Source: Primary data after processing by researchers, 2026

Based on the data in Table 5, the results of the estimated revenue calculation, it can be explained that the sales performance of this business shows a stable trend. The average product sold every day is as many as 20 pcs of processed melted banana products with various topping variants. If accumulated in one month (assuming 30 working days), then the total sales volume reaches 600 Pcs. The use of banana raw materials is 10 bunches per month, considering that each bunch of bananas can be used to produce a number of products by considering the rate of shrinkage and production efficiency.

Setting a selling price of IDR 10,000/Pcs, this business is able to generate a total revenue or *Total Revenue* (TR) of IDR 6,000,000 per month. This achievement shows a significant potential for gross revenue, which will later be the basis for calculation to determine net profit after subtracting the total production cost that has been identified in the previous section.

**Revenue Calculation Results**

Business income is the difference between total revenue and total costs. Table 6 shows that Rina Bolo-bolo earned a Total *Revenue*/Revenue of IDR 6,000,000/month. So that to obtain income from Rina Bolo-bolo Business, it is necessary to reduce the *Total Cost* or fixed costs incurred for operational needs.

**Table 6**
**Income Calculation Results**

| Receipts/Month TR = P x Q (Rs) | Total Cost/Month TC = FC + VC (Rs) | Revenue/Month $\pi$ = TR – TC (Rs) |
|---|---|---|
| 6.000.000 | 2.926.458 | 3.073.542 |

Source: Primary data after processing by researchers, 2026

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

Based on the data in Table 6, the results of revenue calculation can be described regarding the performance of net profit generated from business operational activities. The total revenue obtained is IDR 6,000,000, which is calculated based on the multiplication between the selling price and the number of products sold (TR = P. Q). The total cost of production (*Total Cost*) incurred, which is a combination of fixed costs (Worker wages and depreciation costs), as well as variable costs (TC = FC + VC), was recorded at Rp2,926,458.

The difference between total revenue and total costs is obtained with a net income value (π = TR - TC) of IDR 3,073,542. The results of this calculation show that the business has a very good level of profitability, the net income generated far exceeds its operating costs. This financial structure indicates that the business model is very efficient and has strong economic sustainability potential.

**R/C Ratio Calculation Results**

A business can be considered economically viable if the R/C *Ratio* value is > 1 which indicates that the business revenue is greater than the operating costs. Based on Table 7, Rina Bolo-bolo Business has an R/C *Ratio* value above 2.05. This means that every expenditure of Rp1 generates a revenue of Rp2.05 A high R/C *Ratio* indicates the cost-effectiveness of the distribution strategy in the industry.

**Table 7**
**R/C Ratio Calculation Results**

| Receipts/Month TR = P x Q (Rs) | Total Cost/Month TC = FC + VC (Rs) | R/C Ratio RC = TR/TC (Rs) |
|---|---|---|
| 6.000.000 | 2.926.458 | 2,05 |

Source: Primary data after processing by researchers, 2026

Based on the data in Table 7, the results of the R/C *Ratio* calculation, it can be described that the level of efficiency of this business is at a very favorable level. Total revenue of IDR 6,000,000 and total production costs of IDR 2,926,458, obtained an R/C *Ratio* value of 2.05. Economically, this value shows that every expense of Rp1.00 will result in revenue of Rp2.05. The R/C *Ratio* value is greater than one (R/C > 1), so Rina Bolo-Bolo's business is declared to be very feasible to run and has a very high efficiency in the use of capital. This figure provides a strong indication that the business has sustainable development prospects and is able to provide significant profit margins for its owners.

**Analysis of Rina Bolo-Bolo's Business Income**

Revenue is an important indicator in measuring the financial performance of a business unit, which is obtained from the difference between total revenue and total costs in a certain period. Revenue in Rina Bolo-Bolo's business comes from the sale of processed banana products that are marketed directly to consumers. The magnitude of revenue is greatly influenced by daily sales volume, competitive selling pricing, and efficiency in managing variable and fixed costs (Goot, 2022).

The results of the study show that the monthly net income generated by Rina Bolo-Bolo's business is IDR 3,073,542. This achievement is obtained from total revenue of IDR 6,000,000 minus the total monthly production cost of IDR 2,926,542. This high income figure is driven by

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

the sales volume which reaches 600 pcs per month with a selling price of IDR 10,000/pcs of processed banana products with various topping variants. The very low efficiency of production costs compared to the selling value is the main factor that makes the profit margin of this business very thick.

Although cost efficiency and profit margins have been well established, reliance on conventional marketing models limits the scope of the reach of consumers physically. In the context of the modern economy, the space for revenue escalation is highly correlated with the ability to penetrate the market through digital marketing. The use of social media platforms and electronic catalogs serves as a rational instrument to build brand *awareness* while reaching a wider market segment without demanding *a significant increase in* fixed costs.

Marketing through app-based food delivery services minimizes spatial barriers for consumers, so it can directly increase the frequency of daily transactions. Visibility in this digital ecosystem also facilitates the implementation of derivative marketing strategies, such as product packaging (*bundling*) or targeted promotion, which triggers a large volume of purchases. Given the highly efficient structure of business production costs, any increase in demand volume from the expansion of the digital market will have a *multiplier effect* on the accumulated net income of the business.

**Analysis of Rina Bolo-Bolo's R/C Business Ratio**

R/C *Ratio* is a financial analysis tool to assess business efficiency, which is calculated by comparing total revenues with total operating costs. The value of this ratio describes the rate of return of each unit of cost incurred. When the R/C value *Ratio* greater than 1, then the business is considered economically viable because it generates income that exceeds expenses (Kennedy, 2018).

The results of this study show that the R/C *Ratio* value of Rina Bolo-Bolo's business is 2.05. This figure means that every Rp1 of operational costs incurred is able to generate revenue of Rp2.05. This achievement reflects a very high level of efficiency, which is achieved through the optimization of production costs and the setting of the right selling price in the market.

The cost structure of Rina Bolo-Bolo's business consists of fixed cost and variable cost components with an overall total of IDR 2,926,458 per month. Fixed costs were recorded at IDR 1,526,458 or around 60.80 percent of the total cost, which includes routine expenses to support operations. Variable costs have a larger portion than fixed costs, which are worth IDR 1,400,000 or around 40.20 percent, which includes the procurement of main raw materials such as bananas, flour, cooking oil, various *toppings*, and product packaging.

The performance of the R/C *Ratio* of 2.05 in this business shows a very cost-effective management strategy with stable revenue. The total monthly revenue reached IDR 6,000,000 which was sourced from the sale of 600 pcs of processed banana products of various variants of topping at a unit price of IDR 10,000.

Micro-scale businesses such as Rina Bolo-Bolo have proven to be able to achieve maximum efficiency through flexible variable cost control. The use of local raw materials that are easy to obtain and minimal additional distribution costs allow business owners to reduce expenses without reducing production volume. This confirms that business units with relatively small capital can still provide very significant profits as long as the margin between costs and selling prices is optimally maintained.

DANADYAKSA
POST MODERN ECONOMY JOURNAL
Vol. 4 No. 1, (2026), 1484–1497 e-ISSN: 3025-8545

This high efficiency also has a close correlation with the adaptation of marketing methods that utilize digital spaces to minimize physical promotion costs. Opportunities and challenges in product marketing today, encourage business actors to adapt to the use of digital platforms as marketing instruments that allow businesses to penetrate the market widely with relatively low variable costs.

The efficiency of distribution and promotion costs arising from the use of digital media directly maintains the R/C *Ratio* value at the optimal number, because the volume of revenue can be increased without being accompanied by a proportionate increase in operational costs. Strengthening online existence serves as a strengthening factor in maintaining a lean cost structure and a high profitability ratio in every business.

Overall, the R/C *Ratio* value far exceeds 1 indicates that Rina Bolo-Bolo's business is in a very healthy financial position. The cost efficiency advantage seems to be very decisive for the success of this venture because:

1. The low proportion of fixed costs makes it easier to adjust operations to working capital fluctuations.
2. Controlled variable costs on the main raw materials provide certainty of profits on each unit sold.
3. Stable receipts from direct sales provide smooth cash flow for business sustainability.

Based on the total revenue of IDR 6,000,000 and the total cost of IDR 2,926,458, then mathematically:

$$\frac{R}{C} Ratio = \frac{\text{Total Penerimaan (TR)}}{\text{Total Biaya (TC)}} = \frac{6.000.000}{2.926.458} = 2{,}05$$

These results show a much higher performance when compared to the study (Sari et al., 2024) which records an average R/C *Ratio* by 2.57. The number of 2.12 in Rina Bolo-Bolo's business further confirms that the processed food industry is classified as very efficient and provides very prospective profits for local business actors.

## CONCLUSION

Based on the results of research and financial analysis conducted on Rina Bolo-Bolo's business, it can be concluded that this business unit is classified as very feasible and economically profitable. The net income obtained by business actors reached IDR 3,073,542 per month, which resulted from the efficiency of production cost management and a stable sales volume of 600 pcs per month. This high profit margin is influenced by the ability of business owners to reduce operational costs without reducing the quality of products marketed to consumers.

Looking at the aspect of business efficiency, Rina Bolo-Bolo showed an extraordinary performance with an R/C *Ratio* value of 2.05. This figure indicates that each capital expenditure of Rp1 is able to generate revenue of Rp2.05, which reflects a very high level of resource use efficiency and optimal ability to generate profits. This ratio far exceeds that number one provides assurance that the business has a very strong financial foundation for long-term operational sustainability.

**Vol. 4 No. 1, (2026), 1484–1497** **e-ISSN: 3025-8545**

## REFERENCES

Amalia, F. (2023). *Productive Assistance for Micro-MSME Enterprises in Palu City*. Palu.Triunnews. https://palu.tribunnews.com/2023/10/09/1853-pelaku-umkm-kota-palu-bakal-bantuan-dana-rp-2-juta-dari-pemkot

Arnold, P. W., Nainggolan, P., Damanik, D., & Simalungun, U. (2020). Analysis of Business Feasibility and Development Strategy of Tempe Small Industry in Setia Negara Village, Siantar Sitalasari District. *Equilnomy: Journal of Development Economics, 2*(1), 29–39.

Daharang, S. (2019). Application of Depreciation Method According to PSAK No. 16 Economics and Business. *Journal of Pitis AKP*, *2*(16).

Goot, M. S. (2022). *The Role of Innovation in Sustainable Business Models. 9*(9), 559–568.

Henryani, ALI, M. S. S., & Summase, I. (2023). Corn Farming Income Analysis (Zea Mays L.) (Case Study in Lainungan Village, Watang Pulu District, Sidendreng Rappang Regency). *Agricultural Science and Technology*, *3 (1)*, 17–31.

Kennedy, P. S. J. (2017). *Microeconomics Theory of Producer Behavior*.

Kirana, N., Yunus, S., Tallesang, M., Tuty, F. M., & Yunus, R. (2024). Analysis of Income and Feasibility of Fruit Salad Business at Mf Dessert. *ManBiz: Journal of Management and Business*, *3*(3), 465–476. https://doi.org/10.47467/manbiz.v3i3.7142

Krisna, P., & Nuratama, P. (2021). Management and Financial Governance of Micro, Small and Medium Enterprises. In *CV Publisher. Brilliant starlight.*

Kusumaningtyas, M., Fahamsyah, M. H., & Lestari, S. (2021). The Role of Entrepreneurship in Alleviating Poverty in a Transition Economy. *Macroeconomic Media*, *19*(3), 542–547. https://doi.org/10.29062/mahardika.v19i3.278

Nelia, P., Santika, A., & Purnomo, S. S. (2025). Analysis of the Influence of the Agricultural Sector and the Processing Industry Sector on the Economic Growth of Central Lampung Regency for the 2019-2024 Period in the Perspective of Islamic Economics. *Mubtadiin Journal*, *11*(1), 1–11.

Ramadhani, I., Asih, D. N., & Nurmedika. (2023). Analysis of Income and Feasibility of Ginger Coffee Business in the Sal-Han SME Industry in Palu City. *Journal of Agribusiness Development*, *2*.

Saputra, I., Aring Hepiana Lestari, D., Nugraha Department of Agribusiness, A., Agriculture, F., Lampung, U., & Soemantri Brojonegoro No, J. (2018). Analysis of Production Efficiency and Farmers' Behaviour in Facing Risks of Corn Farming in Natar District, South Lampung Regency. *Journal of Agribusiness Sciences*, *6*(2), 117–124.

Sari, D. N. I., Zurmansyah, E., & Mukaromah, L. (2024). Break Even Point (BEP) Analysis on Es Nona MSMEs (Study on Es Nona Fendi in Tanjung Bugis). *Journal of Research, Management, And Business*, *1*(1), 42–54.

Soekarwati. (2006). *Production Economics Theory*. PT Raja Grafindo Persada, Jakarta.

Subiyakto, B., Ilhami, M. R., Aditya, M., Putra, H., Rezky, M., & Handy, N. (2022). *Entrepreneurship*.

Sugiyono. (2017). *Quantitative and Qualitative Research Methods RD*. Alphabet.

Sukirno. (2015). *Microeconomics Theory Introduction*. PT Raja Grafindo Persada, Jakarta.

Sukirno. (2017). *Macroeconomics Introductory Theory*. Jakarta: PT Raja Grafindo Persada.

Todaro, M. P., & Smith, S. C. (2020). Economic Development. In *Pearson* (13 yrs).