

ECONOMIC ANALYSIS OF COASTAL CARING FARMERS GROUP IN BERAS BASAH VILLAGE, PANGKALAN SUSU DISTRICT, LANGKAT DISTRICT

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Abstract

"Care for the Coast" Farmers Group is located in Beras Basah Village, Pangkalan Susu District, Langkat Regency, North Sumatra Province, established in 2021 with the approval of the Minister of Environment and Forestry Number 8544/MenLHK-PSKL/PKPS/PSL.0/ 12/2021 Dated 24 December 2021 Concerning the Granting of Approval for Community Forest Management to the Coastal Care Farmers Group covering an area of + 38 (Thirty Eight) Hectares in the Permanent Production Forest (HP) Area. Currently there is a need for improvements both in terms of Ecotourism so that it develops and the products produced by the group. The objectives of this research are to determine the economic condition of the group, analyze how conditions improve the economy with the use of mangroves as social forests in the Group. The results showed that to carry out promotions, waste handling was further improved. In this case, the government is obliged to assist with road access and safeguard against mangrove encroachment and create innovations both in terms of location aesthetics and the products produced.

Keywords: *Coastal Care, Ecotourism, Beras Basah Village, BEP (Break Event Points)*

1. INTRODUCTION

Social forestry provides a new paradigm for society, namely that society can become forest managers, not just big entrepreneurs. Community forest management in planting various types of plants to fulfill their livelihoods needs to be guaranteed with permission/rights from the local government. This guarantee to the community is used to protect the community in managing the surrounding forest because it is the community around the forest who can protect the forest and preserve it according to the culture that exists in each region.(Herawati, 2017). According to Ministerial Regulation (Permen) LHK Number 83 of 2016, Social Forestry is a National Strategic Program in the context of Economic Equity (Justice Economy) to reduce disparities in the distribution of forest resource use (Mahardika and Muyani, 2021). Social forestry can take the form of 5 activities, namely Community Forest, Village Forest, Community Forest, Customary Forest, Community Plantation Forest and Forestry Partnership. One of the areas that is the government's focus in developing social forests is the mangrove forest area. Mangrove forests were chosen because this area has enormous potential in its utilization.

This is because optimal use of mangroves by maintaining ecological and economic sustainability is the key to improving community welfare. who live around the mangrove ecosystem. Then, mangrove forests are natural resources in coastal areas which act as buffers for coastal life and ecosystems, besides having an important role in economic, social and ecological terms (Takarendehang, 2018). The mangrove forest ecosystem is a system consisting of various organisms such as vegetation, animals and microorganisms that interact with the environmental system in a mangrove forest habitat (Thamrin, 2020). Langkat is one of the areas that has the largest mangrove forest area. The distribution of mangrove forests in Langkat Regency is in protected forest areas and production forests. based on the Forest Area Designation Map for North Sumatra Province Decree of the Minister of Forestry No. 44/ Menhut-II/ 2006, an area of 14,040 ha is in good condition while 16,466 ha is in damaged condition. This will of course have a negative impact on people living in coastal areas in particular.

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One of the reasons for the destruction of mangrove forests in Langkat Regency is the conversion or conservation of land into oil palm plantation areas (Basyuni, et al, 2018). The rampant planting and expansion of oil palm plantations in Indonesia has also occurred in Langkat Regency, resulting in the destruction of coastlines within protected forest areas. When private entrepreneurs are given the opportunity to cultivate coastal areas, instead of becoming more prosperous, the people of Langkat's coastal areas become increasingly disturbed.(Basyuni, et al,2019). Several mangrove forest areas in Langkat Regency experienced quite serious damage, these areas include Lubuk Kertang, Pasar Rawa and Berasa Basah. In contrast to Lubuk Kertang and Pasar Rawa, where the rehabilitation process is fast and assistance is often received, Berasa Basah experienced different things.

The mangrove areas in this area do not receive more attention due to the lack of assistance and awareness from the community itself, this has resulted in the process of preserving mangrove forests not being optimal which aims to improve the community's economy, plus the Beras Basah forest area has experienced quite serious damage. because the people in the Beras Basah sub-district area only exploit the mangrove land without replanting, so that the coastline which was originally filled with mangroves is now replaced with cingam plants which have less economic value. This research was planned in the Community Forest (HKm) of the "Care for Coastal" Farmers Group which is located in Beras Basah Village, Pangkalan Susu District, Langkat Regency. The Coastal Care Group was given approval to manage the area in the form of Forest Area Utilization, Environmental Services Utilization, Non-Timber Forest Product Utilization and Collection and Timber Forest Product Utilization and Collection with the aim of saving forest areas from damage. The Coastal Care Farmers Group, which is located in the wet rice sub-district, is forming ecotourism to utilize mangrove forests for economic value. Based on the description that has been stated above, in this research the author intends to conduct research entitled "Economic Analysis of Coastal Care Farmer Groups in Beras Basah Village, Pangkalan Susu District, Langkat Regency.

2. IMPLEMENTATION METHOD

This research was conducted in the Mangrove Forest area in Beras Basah Village, Pangkalan Susu District, Langkat Regency. In this sub-district, ecotourism is being developed which has not yet developed. In this study, the population is members of the Coastal Care Farmers Group. The samples in this research were members of the Coastal Care Farmers Association who are the managers of the Ecotourism location and the Direct Sampling method was implemented which must be able to describe the actual situation of the population. The number of group members is 18 people. To analyze conservation problems and poverty alleviation due to damage to the mangrove ecosystem area by conducting interviews with the Group Leader (what has been done at the location and the products produced by the farmer group) as an effort to improve the group's economy, by calculating BEP (Break Event Points) as Following:

$$\text{BEP (Units)} = \frac{\text{FC}}{(\text{P}-\text{VC})}$$

$$\text{BEP (Rupiah)} = \frac{\text{FC}}{1 - (\text{VC}/\text{P})}$$

Information :

FC : Fixed Cost (Investment Cost + Expenditure Cost)

P : Price

VC : Variable Cost

Next, use the formula:

$$BEP = \frac{FC}{GP}$$

Information :

FC : Fixed Cost

GP : Gross Profit

3. RESULTS AND DISCUSSION

The group has made maximum efforts to improve the economy by considering many things including accessibility, social aspects and so on. From the data and interviews above, the following are obtained:

a. Means

Services are an important part of supporting the operations of Coastal Care Mangrove Tourism to increase visitor attraction. Coastal Care Tourism Suggestions include:

- Stone Cottage and Bamboo Cottage
The hut is used both as a place to relax and as a place to shelter from the direct heat of the sun. This condition provides comfort for visitors because the place is cool and surrounded by trees. The following is a picture of a hut/joglo at a tourist location.
- Accommodation (Home Stay)
Homestay is a place to stay for visitors who want to stay overnight and enjoy the beauty of Coastal Care Ecotourism which can be occupied by families or small groups. Coastal Care Ecotourism already has 5 (five) livable home stays, 2 (two) under construction
- Prayer room belongs to KTH Cares for the Coast
The prayer room is a place of worship for Muslims to perform prayers. Visitors who want to pray can do so at the prayer room.
- Karo Building/Hut
The Karo building/cottage is a Karo traditional meeting place, this facility is a means of supporting the Karo traditional community who want to hold activities/meetings.
- Boat tourism
Coastal Care Ecotourism provides 2 boat rides, where visitors can enjoy a boat ride along the river estuary to the open sea.
- Honey Hut
The honey hut is a shelter for the bees to produce. This is an agribusiness business unit of KTH Cares for the Coast.

b. Investment

The investments made by the Coastal Care Ecotourism Group are presented in Table 1 below:

Table1. Group Investment Table

No	Type	Investment Value			Total	
		Mark	Volume/unit		(Rp.)	%
1.	Building					
a.	Batu Cottage (Café)	350,000,000	1	Units	350,000,000	39.86%
b.	Lesehan Bamboo Cottage	62,000,000	1	Units	62,000,000	7.06%
c.	Islamic Prayer Room	60,000,000	1	Units	60,000,000	6.83%
d.	Cottage	2,000,000	4	Units	8,000,000	0.91%
e.	Cottage and Honey Place	10,000,000	12	Units	120,000,000	13.67%
f.	Chicken and Goat Coop	30,000,000	1	Units	30,000,000	3.42%
g.	Guardhouse	7,000,000	1	Units	7,000,000	0.80%

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h.	Karo Building/Building	96,000,000	1	Units	96,000,000	10.93%
i.	Home Stay Building	12,000,000	4	Units	48,000,000	5.47%
2.	Supporting facilities					
a.	Sound System	24,000,000	1	Set	24,000,000	2.73%
b.	Lesehan Table and Chairs	20,000,000	1	Set	20,000,000	2.28%
c.	Ambal (Ply)	4,000,000	1	Set	4,000,000	0.46%
d.	Solar Lights	10,000,000	1	Set	10,000,000	1.14%
e.	Genset/Dompleng 23 PK	15,000,000	1	Units	15,000,000	1.71%
f.	Water Compressor (2 Units)	2,000,000	2	Units	4,000,000	0.46%
g.	Water pump	3,000,000	3	Units	9,000,000	1.02%
h.	Water Tank Capacity 1000 L	1,200,000	7	Units	8,400,000	0.96%
i.	DAP Water	900,000	3	Units	2,700,000	0.31%
3.	Etc					
a.	Gazebo	Help	1	Units	-	-
b.	Speedboat	Help	1	Units	-	-
c.	Tent/Umbrella	Help	3	Units	-	-
Total					878,100,000	-

Source: primary data

c. Source of Group Income

Efforts to improve the group's economy by selling group products, namely:

- a. Pandan Coconut
Pandan coconut is obtained from its own garden for visitors who come to the tourist location to enjoy
- b. Ground crab meat on the shell Ground Crab Meat On Shell (Ground Crab Meat On Shell)
Canned ground crab meat and shell (Cakalang)
- c. Frigatebird Fish
Made from milkfish from the Paluh pond made by the group, Cikalang fish is believed to contain many benefits, including preventing heart disease and for healthy bones and teeth.
- d. Ground Crab Meat
- e. Kelulut Honey
Produced by bees which are believed to be able to overcome inflammation, prevent cancer, reduce weight, as a natural bacteria and can strengthen the body's immune system.
- f. Entrance ticket
The entrance ticket only costs IDR. 5000,- (Five thousand rupiah) per person so it is very affordable for all groups who want to visit the Coastal Care Ecotourism location, where the average visitor
- g. Relaxing Cottage Rentals
Cottage rental prices for people who want to visit Coastal Care Ecotourism locations are still relatively cheap, namely Rp. 20,000,- (Twenty thousand rupiah).
- h. Boat Rental
For people who want to surround the Ecotourism area and reach the seashore, the group provides speed boats that can be rented for Rp. 500,000,- per trip with a capacity of 12 (twelve) people.

As for The group's income sources are as shown in the table below:

Table 2. Table of Group Income Sources

NNo	Sales/Rental Type	Sales Frequency (In a Year)		Purchase /Capital (Rp.)/unit	Sales (Rp.)/Unit	Total Revenue/Year	
		Amount	unit			(Rp.)	%
11	Pandan Coconut	1200	Fruit	7,000	10,000	12,000,000	6.67%
22	Groud Crab	720	Packaging	35,000	50,000	36,000,000	20.00%
33	Frigatebird Fish	480	Packaging	15,000	25,000	12,000,000	6.67%
44	Groud Crab Meat	720	Packaging	35,000	50,000	36,000,000	20.00%
55	Kelulut Honey @100 mL	600	MI	100,000	100,000	60,000,000	33.33%
66	Mineral Water (600mL)	1200	btl	4,000	5,000	6,000,000	3.33%
77	Entrance ticket	2400	Lbr	1,500	5,000	12,000,000	6.67%
88	Rent a Boat	12	Rent	300,000	500,000	6,000,000	3.33%
Total		-	-	497,505	-	180,000,000	-

Source: primary data

For the analysis of the income of the Coastal Care Farmers group, income from services such as accommodation and recreational boat rentals is not taken into account.

d. Fixed Expenditures

Every business definitely has fixed/routine expenses, as in the table below:

Table3. Group Fixed Expenditure Table

NNo	Type	Mark	Volume/ unit		Total Annual Expenditures	
					(Rp.)	%
1	PLN electricity payments	800,000	12	month	9,600,000	61.54%
2	Night Guard Wages	3,000,000	2	Org	6,000,000	38.46%
3	Waste Management	-	-	-	-	-
Total					15,600,000	-

Source: primary data

As in Table 3 above, there is no waste handling fee because the group requires members to take the plastic waste home after it has been sorted and then sold (as additional income for group members) and the organic is collected and then used as plant fertilizer.

e. BEP (Break Even Point)

Based on the data in points a, b and c and from interviews, the condition of the group business can be calculated using the Break Even Point (BEP) indicator to describe the same level of income and expenditure. The BEP calculation can be in the form of rupiah values and in sales units (Zen et al., 2024), with the following formula:

The results of the BEP calculation are as follows:

$$\begin{aligned}
 BEP (Unit) &= \frac{893.700.000}{\frac{180000000 - 15600000}{893.700.000,000}} \\
 &= \frac{893.700.000}{164.400.000} \\
 &= \mathbf{5.4361} \\
 BEP (Rupiah) &= \frac{893.700.000}{1 - (15600000/180000000)}
 \end{aligned}$$

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$$= \frac{893.700.000,0000}{0,913333333}$$

$$=978.503.649.6350$$

The calculation results based on the sales units above obtained a BEP value of 5.4361 units. This means that the group business unit will only make a profit if sales exceed 5.4361 units, then from the results of calculating the BEP value in rupiah, it is found that the balance value is at a BEP value of Rp. 978,503,650,- this means that this business will make a profit if sales exceed Rp. 978,503,650,-

To calculate the return on investment, the following formula is used:

$$BEP = \frac{FC}{GP}$$

$$= \frac{893.700.000}{180.000.000}$$

$$=5 \text{ years}$$

Therefore, it can be concluded that the BEP (Break Even Point) or capital return of the Coastal Care Farmers Group is 5 years. If income from boat rental services and accommodation (Home Stay) is estimated to be less than 5 years. The prospects for this mangrove tourist area will be more profitable if promotion of tourist locations is more intensive and carried out through social media such as Facebook, TikTok, Instagram and others.

4. CONCLUSION

BEP perthe sales units above amounted to 5.4361 units. This means that the group business unit will only make a profit if sales exceed 5.4361 units. The BEP price obtained by the equilibrium value is at a BEP value of Rp. 978,503,650,- and a capital payback period of 5 years.

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