

**IDENTIFICATION AND CALCULATION OF HOUSEHOLD INCOME
SOURCES OF SHRIMP CRACKER BUSINESS ACTORS IN SUNGSANG I
AND II VILLAGES, BANYUASIN II DISTRICT**

Identifikasi dan Perhitungan Sumber Pendapatan Rumah Tangga Pelaku Usaha
Kerupuk Udang di Desa Sungsang I Dan II Kecamatan Banyuasin II

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ABSTRACT

Sungsang I and Sungsang II Villages are tidal areas because they are located on the coast and directly adjacent to the Bangka Strait, Sungsang I and Sungsang II Villages are one of the areas that have abundant marine products in Banyuasin II Regency, one of which is shrimp which is then processed by the local community into crackers in the home industry. Until now, socio-economic research on the identification and calculation of household income sources for shrimp cracker entrepreneurs in this area is still limited. The purpose of this study is to calculate the amount of contribution of each source of income to the total household income of shrimp cracker entrepreneurs and to provide an overview of the dependence of household economies on shrimp cracker businesses as their main or additional livelihoods. The method used in this study is a quantitative and qualitative method with a descriptive approach, which aims to analyze the costs, revenues, and income of shrimp cracker businesses in Sungsang I and Sungsang II Villages. The analysis was carried out using the calculation formula for production, fixed costs, variable costs, and household business income. The results of this study indicate that the income of the cooked shrimp cracker business is IDR 2,774,533 per month with a total income of IDR 4,420,000 per month and the income of the raw shrimp cracker business is IDR 1,332,226 per month with a total income of IDR 4,420,000 per month, which means that the shrimp cracker business in Sungsang I and Sungsang II Villages is feasible to run.

Key words : Household income, Shrimp cracker business

ABSTRAK

Desa Sungsang I dan Sungsang II merupakan daerah pasang surut karena terletak di pesisir pantai dan bersebelahan langsung dengan selat Bangka, Desa Sungsang I dan Sungsang II merupakan salah satu daerah yang memiliki hasil laut melimpah di Kabupaten Banyuasin II, salah satunya adalah udang yang kemudian diolah masyarakat setempat menjadi kerupuk dalam industri rumahan. Sampai saat ini, penelitian sosial ekonomi mengenai indentifikasi dan

perhitungan sumber pendapatan rumah tangga pelaku usaha kerupuk udang di wilayah ini masih sedikit. Tujuan penelitian ini adalah menghitung besaran kontribusi masing-masing sumber pendapatan terhadap total pendapatan rumah tangga pelaku usaha kerupuk udang serta memberikan gambaran tentang ketergantungan ekonomi rumah tangga terhadap usaha kerupuk udang sebagai mata pencaharian utama atau tambahan. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dan kualitatif dengan pendekatan deskriptif, yang bertujuan untuk menganalisis biaya, penerimaan, dan pendapatan usaha kerupuk udang di Desa Sungsang I dan Sungsang II. Analisis dilakukan dengan menggunakan rumus perhitungan produksi, biaya tetap, biaya variable, dan pendapatan usaha rumah tangga. Hasil penelitian ini menunjukkan bahwa pendapatan usaha kerupuk udang matang sebesar Rp 2.774.533 per bulan dengan total penerimaan sebesar Rp4.420.000 per bulan dan pendapatan usaha kerupuk udang mentah sebesar Rp.1.332.226 per bulan dengan total penerimaan sebesar Rp4.420.000 per bulan yang artinya usaha kerupuk udang di Desa Sungsang I dan Sungsang II layak untuk dijalankan.

Kata kunci : pendapatan rumah tangga, usaha kerupuk udang

INTRODUCTION

The fishery commodities of South Sumatra Province are a superior fisheries sector (Amelia & Guswandi, 2021). Superior fishery commodities have characteristics in growth in the biophysical, technological, and socio-economic conditions of fishermen as one of the mainstays in increasing income. Considering the economic and ecological potential of fish resources as a basis for supporting efforts to process fish resources that remain sustainable, it is necessary to study information about the potential of fishery resources and their management and must be managed sustainably. South Sumatra has a water area called the coastal area, namely in Banyuasin Regency, precisely in Banyuasin II District, Sungsang Village consists of several villages, namely Marga Sungsang, Sungsang 1, Sungsang 2, Sungsang 3, and Sungsang 4.

Sungsang is the center located right on the edge of the river and the sea forming a separate identity for the Sungsang community which they call a maritime community. According to the Ministry of Maritime Affairs and Fisheries (2015-2020), in 2016, shrimp production in South Sumatra reached 54,000 tons. Sungsang is one of the coastal areas that produces shrimp commodities. According to (Zamroni *et al.*, 2021) shrimp commodities are one of the most sought-after fishery commodities and have a high selling value in the domestic and international markets. Shrimp is also a potential commodity and is a fishery revitalization commodity whose export value in various countries always increases (Ramadhani & Ruchba, 2024). Sungsang Village currently has potential and appeal in processing marine products, one of which is shrimp production in the home industry such as making crackers.

The community in Sungsang Village is very dependent on the sea which is used as a place to meet their household needs (Harliani *et al.*, 2024). Sungsang I and Sungsang II Villages are one of the areas that have abundant marine products in Banyuasin II Regency, one of which is shrimp, in addition to household needs, they make marine products a business managed by the community in the form of a home industry. Shrimp crackers are one type of superior food in Sungsang Village, so housewives take the initiative to do business at home or called a home industry. In addition to preventing damage to shrimp, the existence of products also aims to obtain added value from the shrimp they catch.

Economic analysis is an approach to evaluating the sustainability and profitability of a business by considering economic factors such as income, production costs, and efficiency. In addition to economic aspects, this analysis can also include social benefits such as poverty

reduction, environmental sustainability, and food security. Business sustainability is measured through economic, social, and environmental dimensions, including profitability levels, resource efficiency, and adaptation to changing market conditions (Hababil *et al.*, 2024).

A person's income level determines their life needs, including basic needs, advanced needs, and high-level needs. Income plays an important role in influencing the level of individual or group consumption of goods and is the key to overcoming various economic problems in life (Luthfi & Riptanti, 2024). The size of the income and level of consumption of a community group, both in the community environment and in the national economic scope, cannot be separated from the issue of economic status (Hanum, 2017). The quality of the national economy cannot be separated from development efforts. The importance of development in the industrial sector is crucial along with attention to economic progress, one of which is agro-industry (Suwandi *et al.*, 2022).

Agro-industry is an activity that provides added value to agricultural products including the fisheries or marine product sector (Purwaningsih, 2015). Agro-industry businesses, especially in the form of family scale, have become familiar among the community because of their ability to increase income. Household businesses are business units established by someone in the form of household-scale companies with the aim of seeking greater income and profit (Hartarto *et al.*, 2023). The importance of increased income is not only to provide economic benefits for shrimp farming families, but also to support sustainable agriculture in general. With additional income from the shrimp cracker cottage industry, farmers have the opportunity to invest more resources in environmentally friendly agricultural practices. This additional income can be used to implement innovative technologies, improve natural resource management, and support the transition to more economically sustainable farming methods (Hasnidar *et al.*, 2023). The issue of household businesses is always interesting, not only as a contributor to the national economy, but also as a mediator in reducing the social gap that arises.

Research (Septiati *et al.*, 2018) on the analysis of the income of artisans of home industry businesses processing shrimp crackers in Tungkal Ilir District, West Tanjung Jabung Regency showed that 12.82% of them earned Rp 2,000,000–3,000,000,-, 32.05% had an income of Rp 3,100,000-4,000,000,-, and 55.13% earned Rp 4,100,000,-. Research conducted (Munthe, 2022) entitled Feasibility Analysis of Shrimp Cracker Production Business (*Peanaeus indicus*) in Tanjung Leidong Village, Kualuh Leidong District showed that the income from the shrimp cracker business for 1 month was Rp 4,060,000,- with a total cost of Rp 2,386,180.96,-, generating a net income of Rp 1,673,819.04,-. The analysis of the income to cost ratio (R/C ratio) showed a result of 1.7, indicating the feasibility of developing a cracker business in the area.

Making shrimp crackers is included in the household industry that greatly helps the economy for both families and the village itself. This has made the people of Banyuasin Regency develop many household industries by utilizing the potential of natural resources around them (Janna *et al.*, 2024). The shrimp cracker production process which involves a lot of local workers makes this industry one of the backbones of the economy in Sungsang I and Sungsang II. In addition, the main raw material in the form of shrimp is easily obtained from the surrounding waters, which strengthens the community's dependence on local natural resources. This also encourages the sustainability of a natural resource-based economy and reduces unemployment in the village. Based on a report from the Banyuasin Central Statistics Agency (BPS), the unemployment rate in this village has fallen by 15% since the development of the shrimp cracker industry. Therefore, the purpose of this study is to calculate the contribution of each source of income to the total income of shrimp cracker business households and to provide an overview of the economic dependence of households on shrimp cracker businesses as their main or additional livelihood.

RESEARCH METHODS

Time and Place of Research

This research was conducted in Sungsang I and Sungsang II Villages, Banyuasin II District. The determination of this location was done intentionally or (purposively) based on the information obtained and considering that Sungasang Village is a center for household businesses that process shrimp into shrimp crackers. This research was conducted in January 2025.

Research methods

The research method used in this study is the survey method. The survey method is a research carried out by collecting information and compiling a list of questions asked to respondents in both large and small populations, but the data used is sample data taken from the population. To conduct research, questionnaires are distributed to obtain data. The collection method uses observation, such as interviews.

Sampling Method

The method used in this study is the disproportionate stratified random sampling method, this method is used because the population has homogeneous elements, so that all business actors can be selected and studied.

The sampling method is to first find out the number of subjects in each subgroup or in this study is to find out the number of shrimp cracker entrepreneurs in Sungsang I Village and Sungsang II Village. The number of respondents to be used in this study is 70 respondents.

Table 1. Distribution of Shrimp Cracker Businesses in Sungsang I and Sungsang II Villages

Desa	Populasi	Sampel	Persentase (%)
Sungsang I	40	40	57,14
Sungsang II	30	30	42,86
Total	70	70	100

Method of collecting data

The data collection methods used are primary data and secondary data, where primary data is data taken directly from the community using questionnaires and observation results and secondary data is data obtained in finished form, has been collected and processed by other parties, usually in the form of publications. A literature study was also conducted by studying references that are relevant to the research being conducted. The data used in this study consists of two types of data, namely primary data and secondary data.

Data processing

The data obtained in this study are quantitative and qualitative data, to answer the cost of shrimp cracker business income in Sungsang I and Sungsang II Villages, where the analysis used is quantitative analysis. then the formula used is.

Business income can be formulated as follows:

$$Pd = Pn - BP$$

Description:

Pd = Income; Pn = Revenue; BP = Production Cost ;

Production costs include fixed costs and variable costs, Where:

$$BP = BTp + BV$$

Description:

BP = Production Cost; BTp = Fixed Cost; BV = Variable Cost

Fixed costs are costs that do not change over a certain period of time, regardless of production volume or sales level (Kadriyani *et al.*, 2022). Fixed costs in the shrimp cracker business include rent for business premises, employee salaries, equipment depreciation, electricity and water costs. Variable costs are costs that change depending on production volume or sales level. Variable costs in the shrimp cracker business include raw materials, daily labor wages and transportation costs.

Furthermore, calculating the total income structure of the shrimp cracker business household in Sungsang I and Sungsang II Villages is formulated as follows:

- $Pd_{RT} = Pd_{KU} + Pd_{UTL} + Pd_{NUT}$
- % Struktur $Pd_{KU} = \frac{Pd_{KU}}{Pd_{RT}} \times 100\%$
- % Structure $Pd_{UTL} = \frac{Pd_{UTL}}{Pd_{RT}} \times 100\%$
- % Structure $Pd_{NUT} = \frac{Pd_{NUT}}{Pd_{RT}} \times 100\%$

RESULT

Average Production of Shrimp Crackers

The average production of shrimp crackers produced by business actors in Sungsang I and II Villages varies depending on the type of product produced, namely cooked shrimp crackers and raw shrimp crackers. The production of cooked shrimp crackers is generally lower than raw shrimp crackers because the processing process is more complex and requires more time and cost. The average production of cooked and raw shrimp crackers from respondents in this study is presented separately in the following table:

Table 2. Average Production of Cooked Shrimp Crackers

No	Average Cooked Production	Amount	Percentage (%)
1	5>x>10	28	40,00%
2	10>x>15	19	27,14%
3	20>x>25	23	32,86%
Total		70	100,00%

Based on Table 2. it is known that the average production of cooked shrimp crackers is mostly in the range of 5-10 kg per day, which is 28 people or 40% of the total respondents. As many as 19 people (27.14%) produce 10-15 kg of cooked crackers per day, while 23 people (32.86%) produce 20-25 kg per day. This shows that the production of cooked crackers tends to be lower than raw crackers because the processing process is more complicated, requires frying time, packaging and higher operational costs.

Table 3. Average Production of Raw Shrimp Crackers

No	Average Raw Production	Amount	Percentage (%)
1	13>x>23	15	21,43%
2	23>x>33	33	47,14%
3	33>x>43	15	21,43%
4	43>x>53	7	10,00%
Total		70	100,00%

Based on Table 3. the average production of raw shrimp crackers is at a higher level than the production of cooked crackers. Most respondents (47.14%) produce raw crackers in the range of 23-33 kg per day, followed by 15 people (21.43%) in the range of 13-23 kg, 15 people (21.43%) in the range of 33-43 kg, and the remaining 7 people (10%) produce more than 43 kg to 53 kg per day. The high production of raw crackers reflects the efficiency in the manufacturing process as well as the high market demand for unfried products because they are more durable and flexible in distribution.

Selling Price of Shrimp Crackers

The price of shrimp crackers marketed by business actors in Sungsang I and II Villages varies depending on the type of product, namely cooked shrimp crackers and raw shrimp crackers. This price difference is caused by differences in processing, production costs, and selling value in the market. Cooked shrimp crackers generally have a higher selling price because they have gone through the frying, packaging, and ready-to-eat processes. Meanwhile, raw shrimp crackers are sold in unfried form, so the selling price is relatively lower but the demand is quite high in the market. Details of the prices of shrimp crackers sold by respondents are presented separately in the following table.

Table 4. Price of Cooked Shrimp Crackers

No	Average Cooked Price	Amount	Percentage (%)
1	80.000>x>85.000	41	58,57%
2	90.000>x>95.000	28	40,00%
3	95.000>x>100.000	1	1,43%
Total		70	100,00%

Based on Table 4. it can be seen that most respondents sell cooked shrimp crackers at a price range of IDR 80,000 to IDR 85,000 per kilogram, which is 41 people or 58.57% of the total respondents. Meanwhile, 28 people or 40% of respondents set a selling price in the range of IDR 90,000 to IDR 95,000 per kilogram. Only 1 respondent or 1.43% sells cooked shrimp crackers at the highest price, which is IDR 95,000 to IDR 100,000 per kilogram.

This shows that the selling price of cooked shrimp crackers in Sungsang I and II Villages is generally in the middle range, with most entrepreneurs setting competitive prices to remain attractive in the market. This price difference is likely influenced by the quality of raw materials, processing, and marketing strategies of each business actor.

Table 5. Selling Price of Raw Shrimp Crackers

No	Average Raw Price	Amount	Percentage (%)
1	50.000>x>55.000	27	38,57%
2	55.000>x>60.000	29	41,43%
3	60.000>x>65.000	12	17,14%
4	65.000>x>70.000	2	2,86%
Total		70	100,00%

Based on Table 5. the selling price of raw shrimp crackers in Sungsang I and II Villages varies, but most are in the range of IDR 55,000 to IDR 60,000 per kilogram, namely 29 people or 41.43% of the total respondents. Furthermore, as many as 27 people or 38.57% of respondents sell at a price of IDR 50,000 to IDR 55,000 per kilogram, while 12 people or

17.14% are in the price range of IDR 60,000 to IDR 65,000 per kilogram. Meanwhile, only 2 people or 2.86% of respondents set the highest price, namely IDR 65,000 to IDR 70,000 per kilogram.

These data show that the selling price of raw shrimp crackers tends to be lower than that of cooked shrimp crackers. This is in accordance with the characteristics of raw products that have not undergone further processing, so they require lower production costs. However, the price variations are still influenced by the quality of raw materials, the size of the crackers, and market demand. Business actors set prices based on cost efficiency and strategies to remain competitive in local and out-of-town markets.

Shrimp Crackers Income

Income is an economic activity that aims to generate profit or gain. Income refers to the amount of money earned after deducting all costs, or in other words, income is the difference between income and costs (Polandos *et al.*, 2019). Income is one of the important indicators for assessing the welfare of business actors' households. In the shrimp cracker business in Sungsang I and II Villages, the income obtained varies depending on the type of product produced, namely cooked shrimp crackers and raw shrimp crackers. This difference arises because of differences in the processing stages, selling value, and market demand for the two types of products. To find out more details about the amount of income obtained by business actors from each type of product, two tables are presented as follows:

Table 6. Average Income of Cooked Shrimp Crackers

No	Average Cooked Income	Amount	Percentage (%)
1	1.500.000>x>3.500.000	27	38,57%
2	3.500.000>x>5.500.000	21	30,00%
3	5.500.000>x>7.500.000	17	24,29%
4	7.500.000>x>9.600.000	5	7,14%
Total		70	100,00%

Table 6. explains the distribution of average income obtained by business actors from selling cooked shrimp crackers. Of the total 70 business actors who sell this product, the majority or 27 people (38.57%) have incomes in the range of IDR 1,500,000 to IDR 3,500,000, indicating that cooked cracker products mostly provide a relatively low income contribution. Then, 21 people (30.00%) earn incomes between IDR 3,500,000 to IDR 5,500,000, followed by 17 people (24.29%) in the income group of IDR 5,500,000 to IDR 7,500,000. Meanwhile, only 5 people (7.14%) managed to earn the highest income, namely between IDR 7,500,000 to IDR 9,600,000. These data show that the contribution of income from cooked shrimp crackers tends to be concentrated in the lower middle category. This may indicate that the selling price of cooked crackers may be lower, or the demand for cooked products is still limited compared to raw products.

Table 7. Average Income of Raw Shrimp Crackers

No	Average Cooked Income	Amount	Percentage (%)
1	2.500.000>x>5.500.000	14	20,00%
2	5.500.000>x>8.500.000	38	54,29%
3	8.500.000>x>11.500.000	16	22,86%
4	11.500.000>x>14.500.000	2	2,86%
Total		70	100,00%

Based on table 7, it is known that most business actors actually earn higher income from selling raw shrimp crackers. As many as 38 out of 70 respondents (54.29%) are in the income group of IDR 5,500,000 to IDR 8,500,000, which is the dominant category. This shows that raw products have greater market appeal or higher profit margins. In addition, as many as 16 people (22.86%) earn income between IDR 8,500,000 to IDR 11,500,000, while 14 people (20.00%) are in the income category of IDR 2,500,000 to IDR 5,500,000. As for respondents with the highest income, namely between IDR 11,500,000 to IDR 14,500,000, only 2 people (2.86%). Overall, income from raw shrimp crackers shows a more profitable pattern, with the majority of business actors successfully entering the middle to high income category.

Shrimp Crackers Business Analysis

The shrimp cracker business analysis was conducted to identify and calculate the cost components and sources of income obtained by shrimp cracker business households in Sungsang I and II Villages. The data used were the results of a primary survey that had been processed to obtain an overview of the cost structure and income level in one monthly production period.

Based on the data obtained, a recapitulation of monthly costs and income from the shrimp cracker business was carried out, both in the form of cooked shrimp crackers and raw shrimp crackers. This aims to determine the level of efficiency and feasibility of each type of business. Details of the calculations are presented in table 8. for the cooked shrimp cracker business and table 9. for the raw shrimp cracker business below.

Table 8. Analysis of Cooked Shrimp Crackers Business

No	Component	Total (Rp/month)
A	Fixed Cost	431.248
1.	Grinder	64.683
2.	Gass Stove	123.785
3.	Mixer bowl	14.217
4.	Production table	57.255
5.	Digital scales	55.315
6.	Wok	23.376
7.	Pan	61.383
8.	Knife	31.235
B	Variabel Cost	1.214.219
1	Shrimp	537.790
2	Terigu flour	584.375
3	Fried oil	48.000
4.	LPG gass	23.000
5.	Employee salary	7.500
6.	Packing plastic	13.571
A+B	Total cost	1.645.467
C	Omset	4.673.000
D	Income	3.027.961

Table 9. Raw Shrimp Crackers Business Analysis

No	Component	Total (Rp/month)
A	Fixed Cost	567.729
1.	Grinder	55.936
2.	Gass Stove	152.140

3.	Mixer bowl	52.131
4.	Production table	162.381
5.	Digital scales	42.235
6.	Wok	25.131
7.	Pan	57.305
8.	Knife	19.883
B	Variabel Cost	2.520.045
1	Udang	1.230.581
2	Tepung Terigu	1.228.029
3.	Gas LPG	22.586
4.	Upah Tenaga Kerja	7.650
5.	Plastik Kemasan	31.200
A+B	Total cost	3.087.774
C	Omset	7.227.486
D	Income	4.139.712

DISCUSSION

General Conditions of Research Location

Sungsang is the capital of Banyuasin II District. Sungsang has an area of 3,632 square kilometers. Sungsang consists of five villages, namely Marga Sungsang, Sungsang I, Sungsang II, Sungsang III and Sungsang IV. Sungsang Village is greatly affected by the ebb and flow of sea water because this village is located at the mouth of the Musi River and the Bangka Strait. Sea water intrusion into the upper reaches of the Musi River causes the water in the village to become brackish (BPS Banyuasin Regency, 2024).

The household-scale industry in Sungsang I and Sungsang II Villages is a business engaged in the food sector, namely the production of processed shrimp such as crackers, pempek, terasi and so on. This processing is located in Sungsang Village, Banyuasin II Regency. In Sungsang Village, shrimp processing has become a routine activity that marks everyday life. This village is widely known for its abundant marine wealth, especially fish and shrimp. Public awareness of the great potential of these marine products has encouraged them to use it as a way to earn additional income. One form of utilization is the manufacture of shrimp crackers, a product that has become one of the icons of the village. The price of shrimp crackers offered is quite varied depending on the amount purchased. In addition, business actors in this village are also open to receiving special orders, allowing buyers to get products according to their wishes.

The development of household-scale businesses is one of the important efforts in empowering communities. Community empowerment is a process to increase their potential and access, especially for those who have limitations in developing their lives. The growth of home industries has a crucial role in supporting regional economic growth, as stated by (Syahdan, 2019). The industrial sector, in the context of development in Indonesia, cannot be separated from the contribution of small industries and crafts. Entrepreneurship is not only a solution to reduce poverty but also to reduce unemployment.

Along with the development of shrimp cracker household businesses in Sungsang I and Sungsang II Villages, various obstacles are still faced, especially related to capital and management that are not yet optimal. Production management is often less structured, especially in administrative aspects such as licensing and business development. In addition, obstacles in terms of marketing, such as limited networks and partnerships, also slow down the smooth distribution of products. These problems have an impact on the continuity of the supply chain and business sustainability (Janna *et al.*, 2024). Therefore, through this study, it can be

seen that this business should have the potential to become the main source of livelihood for the local community, as long as it is supported by adequate infrastructure and facilities and ongoing coaching support.

Shrimp Crackers Business Analysis

Important components analyzed in the shrimp cracker business include costs and revenues that occur in one production period, namely per month. This analysis includes the total fixed costs and variable costs incurred by business actors in carrying out shrimp cracker production activities in Sungsang I and II Villages. Production costs have a major influence in determining competitive selling prices in the market. Production costs include all expenses required to produce a particular product in a certain period of time (Rozi & Shuwiyandi, 2022). These production costs need to be calculated carefully, because they have a very large impact on the price of a product that will be marketed later (Nainggolan *et al.*, 2024) Based on production volume, costs can be grouped as fixed costs and variable costs. Fixed costs are the total costs that remain unchanged, regardless of whether business activity increases or decreases. On the other hand, variable costs or costs that are not fixed change in line with changes in the volume of activity. This means that the greater the volume of activity, the greater the total cost and vice versa, the smaller the volume of activity, the smaller the total cost (Situngkir *et al.*, 2024). The results of the analysis of the cooked and raw shrimp cracker business run by respondents in Sungsang I and II Villages show differences in the cost structure, revenue, and net income of each type of business. Based on Tables 8 and 9 of the results of the analysis of the cooked and raw shrimp cracker business conducted on one respondent in Sungsang I and II Villages in this study, it is known that the respondent runs two types of businesses simultaneously, namely producing and selling cooked shrimp crackers and raw shrimp crackers. The analysis was carried out separately for each business to determine the efficiency and feasibility of the business. For the cooked shrimp cracker business, the total production cost per month reaches IDR 1,645,467, with revenue of IDR 4,673,429, resulting in a net income or profit of IDR 3,027,961. Meanwhile, the raw shrimp cracker business requires a larger total production cost, namely IDR 3,087,774 per month, generating revenue of IDR 7,227,486, resulting in a net income of IDR 4,139,712.

If these two types of businesses are combined, the total production costs of the respondents reach IDR4,733,428 per month with a total income of IDR11,901,447 per month. Thus, the total net income (profit) obtained by the respondents from the two businesses is IDR7,168,019 per month. This figure shows that combining cooked and raw shrimp cracker businesses is an efficient and profitable strategy, and can be the main source of income for the households involved. The high market demand for these two types of shrimp crackers and the efficiency in the use of raw materials and operational costs also contribute to improving the welfare of the respondents.

CONCLUSION

Based on the research results, it shows that the community in Sungsang I and II Villages, which are located in coastal areas with abundant marine resources, utilize marine products, especially shrimp, as the main raw material in the shrimp cracker making business. This business is an important source of income for households in the area. Through identification and calculation of various sources of household income for business actors, it was found that the shrimp cracker business contributed significantly to the total family income, although some actors also had other additional sources of income. This study provides a comprehensive picture of the household income structure of shrimp cracker business actors and supports the importance of developing small businesses based on local potential to improve the welfare of coastal communities.

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