

THE SCENARIO OF THE BANANA CHIPS BUSINESS DEVELOPMENT MODEL IN LAMPUNG

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Abstract. Banana chips is one of a superior product in Lampung. The development of this business is very important to do. The development of this business encouraging the entrepreneurs and regional government to increase the market share. The aims of this research are to analyze the determinants factors of success in business development of banana chips and to arrange the scenario of business development of banana chips in Lampung Provinces. The prospective analysis is a tool to arrange the scenario development model business of banana chips. The optimistic scenario is expected to occur in the future. This scenario can be realized if the technical ability of entrepreneurs increases, the easier access to capital, the availability of raw materials is sufficient and on time, the production process is carried out more efficiently because it uses modern tools, and the managerial ability of entrepreneurs is getting better.

Keywords: bananas chips, development model, prospective analysis

1. INTRODUCTION

1.1 Background

Micro, Small and Medium Enterprises (MSMEs) have a large role in the economy of Indonesia. This was proven when the monetary crisis in 1998 MSMEs was able to survive in high inflation. Lampung Province is one of the provinces in Indonesia which has quite a fast growth of MSMEs.

The number of MSMEs in Lampung Province in 2018 was 168,938 units, consisting of 142,015 units of micro businesses, 25,539 units of small businesses, and 704 units of medium businesses. If seen as much as 84.06 percent are micro businesses (Lampung Province Cooperative and MSMEs Office., 2019). The development of this business encouraging the entrepreneurs and regional government to increasing the market share and making banana chips as one of the superior products in Lampung Province. MSMEs are demanded to be able to produce high quality and superior products to face global competition. To achieve this goal and in the midst of a very high competitive climate, a strategy formulation is needed to be developed.

In this study will be formulated the development model based on a scenario that might occur in the future (prospective strategic). The prospective analysis method is a very suitable and necessary tool for policy analysis, especially in research which involving sustainable agriculture and sustainable development. This method can facilitate the anticipation of changes in an unstable environment (Bour-

geois and Jesus, 2004). The scenario is based on the circumstances that might occur in the future on the key factors that influence the development of the banana chips industry in Bandarlampung. This research will be directed to develop a model for the development of the banana chips industry in Lampung. The text of your paper should be formatted as follows:

1.2 The aims of research

1. To analyze the determinants factors of success in bussiness development of banana chips in Lampung Province
2. To arrange the scenerio of business development of banana chips in Lampung Provinces.

II. METHODE OF RESEARCH

The methode used to get the data is interview with experts who understand of banana chips business in Lampung. The analytical method used are descriptive qualitative and quantitative analysis. The method of analysis and data processing used Prospective Analysis. Stages in the prospective analysis according to Hardomidjoo (2004) are:

1. Determine of the objectives system that are specifically reviewed and can be understand by all experts. The system objective is the development of banana chips industry in Lampung Province.
2. Identification of factors that influence in achievment of goals, namely the influence factors in the development of banana chips business in Lampung Province
3. The rating of the direct influence between factors by following the assessment guidelines in Table 4
4. The experts directly involved in deciding the direct influence between factors by filling score 0-3 in the matrix. The guidelines of Assessment of Prospective Analysis shown in Table 1.

Table 1. The guidelines of Assessment of Prospective Analysis

Score	The influence
0	There is no influence
1	Little influence
2	Medium influence
3	Very powerful influence

4. Compilation of conditions that might happen (state) on factors. Based on the dominant factors obtained in stage 3, arranged the conditions that might happen in the future. In this research, the scenario arranged based on the dominant factors in quadrant I and connecting factors (stakes) in quadrant II.
5. Construct and choose a scenario.
6. Scenario analysis and strategy development

Table 2. Analysis the direct influence between factors

To Form	A	B	C	D	E	F	G	H	I	J
A										
B										
C										
D										
E										
F										
G										
H										
I										
J										

Source: Godet, 1999, in
The information: A – J : The important factors on system

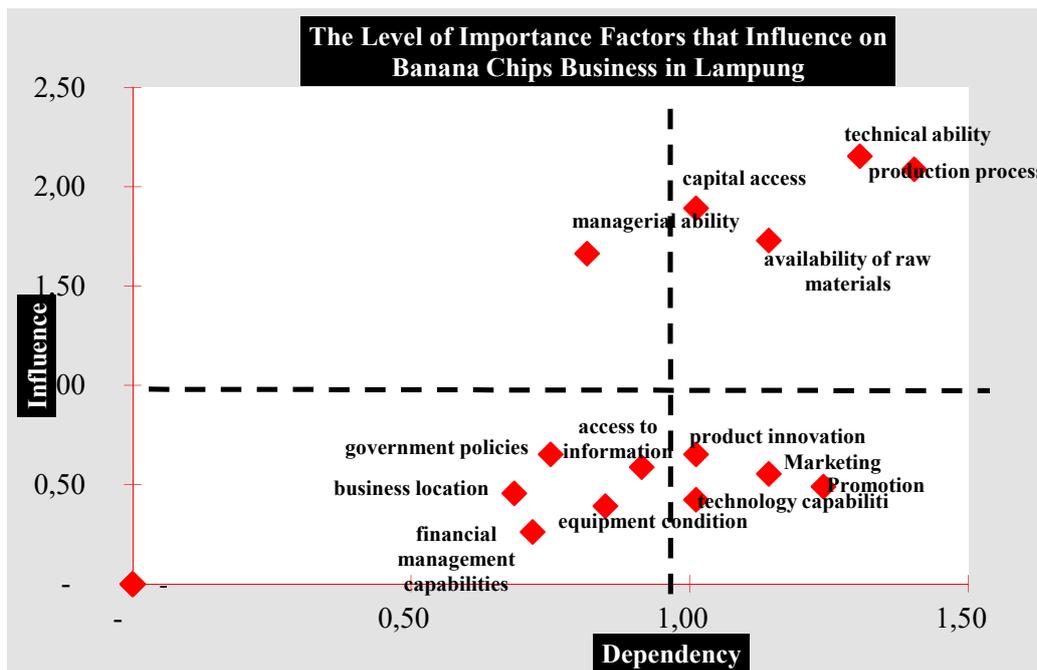
III. RESULT AND DISCUSSION

Banana chips in Lampung Province is one of banana processed food which not only demand by domestic consumers but also comes from various regions. The business opportunities of banana chips are getting better because of high product demand. Now, the banana chips business is developing rapidly.

The efforts of business development of banana chips should be done to market share expansion and as one of the superior products. The initial step taken is identify all the factors that influence of business development in the future. The identification of key factors business development based on the factors that influence on the development of the banana chips business in Lampung Province.

Based on the results of indepth interviews with the respondents, 14 factors were obtained that influence the development of the banana chips business in Lampung Province, such as: (1) technical ability, (2) managerial ability, (3) capital access, (4) availability of raw materials, (5) production process, (6) equipment condition, (7) marketing, (8) product innovation, (9) business location, (10) promotion, (11) financial management capabilities, (12) technology capabilities, (13) access to information, and (14) government policies. After identifying the factor, each factor are defined so that all experts can understand and have the same perception about the factors to be assess.

The assessment of direct influence between factors by experts is processed by using the prospective analysis software. The visualization of the influence and dependency factors diagram can be seen in Figure 1.



Quadrant I (top left) is a factor that gives a high influence on system performance with low dependence on the interrelations between factors. The factors contained in this quadrant are used as determinants in the system under study. That factor is managerial ability. Quadrant II (top right) is a group of factors that have a high influence on system performance but has a high dependency among factors so that it is used as a liaison (stakes) in the system. These factors are capital access, technical ability, production process, and availability of raw materials. Quadrant III (bottom right) has a low influence on system performance and a high dependence on the interrelations between factors so that it becomes an output in the system. The factors contained in this quadrant are marketing, product innovation, promotion, and technology capabilities. Quadrant IV (bottom left) has a low influence on system perfor-

mance and low dependence on interrelations between factors. The factors contained in this quadrant are equipment condition, business location, financial management capabilities, access to information, and government policies.

The factors in Quadrants I and II are the key factors that very influential on business development. Based on the results of the analysis, there are 5 key factors that influence the development of banana chips business in Lampung Province, namely: (1) technical ability, (2) capital access, (3) availability of raw materials, (4) production process, and (5) managerial skills. Of the five key factors, the state will then be chosen which that might happen in the future.

The mapping state of the determinants factors of banana chips business development in Lampung Province that may occur in the future can be seen in Table 3. Based on the conditions, the scenario can be drawn up about the possibilities that will happen for business development in the future.

Table 3. The mapping state of the determinants factors of banana chips business development in Lampung Province

Factors	States		
	1A	1B	1C
Technical Ability	Increasingly due to production on technical trainings	Still as it is now, the technical abilities of entrepreneurs are not increasing	-
Capital Access	Increasingly with policies to make it easy for small businesses to get capital	Still as it is now, the entrepreneurs are still difficult to get capital	-
Availability of Raw Materials	Increasingly fulfilled because of cooperation with the farmers and government policy to increase bananas production	Still as it is now, at certain times it is difficult to find raw materials	Decreased due to the conversion of banana land into industry and housing
Production Process	More sophisticated by using modern tools	Still as it is now using manual and simple tools	-
Managerial Skills	Increasingly due to business management trainings	Still as it is now, the managerial ability of entrepreneurs does not increase	-

Information:

- : Baseline, now conditions
- : Pessimistic Scenario
- : Moderate Scenario
- : Optimistic Scenario

The drafting of scenarios is intended to predict the likelihood that can occur in these factors. Whether it will develop better than now, or permanent, or will be worse from the present situation. These results can provide vigilance for policy makers to carry out the chosen strategy (Hardjomidjojo, 2004).

Table 4. The Scenarios of bussiness development of banana chips in Lampung Province

Now conditions (<i>Baseline</i>)		1B - 2B - 3B - 4B – 5B
No	Scenario	State
1	Pessimistic	1B - 2B – 3C - 4B – 5B
2	Moderate	1A - 2A - 3B - 4B - 5B
3	Optimistic	1A - 2A - 3A - 4A - 5A

There are 3 scenarios compiled namely (1) pessimistic scenarios that are unexpected scenarios, (2) moderate scenarios, and (3) optimistic scenarios that are expected to occur. The optimistic scenario (scenario 3) is a scenario that is expected to occur for the development of the banana chips business in Lampung. This scenario can be realized if the technical ability of entrepreneurs increases, the easier access to capital, the availability of raw materials is sufficient and on time, the production process is carried out more efficiently because it uses modern tools, and the managerial ability of entrepreneurs is getting better.

With the availability of technical training in production, the entrepreneurs will be more productive. The easier access to capital will increase the spirit of entrepreneurs. The collaborations between entrepreneurs, farmers, and government's policy needed to make sure that the raw materials will always be available. The production process is carried out more efficiently because it uses modern tools. The managerial ability of entrepreneurs is getting better with the business management training and the capabilities of business management are increasing.

The realization of an optimistic scenario in order to increasing market share and making banana chips as a superior product, further studies need to be carried out on the technology and technical production of banana chip cultivation (Apriyani, 2014). The great support is needed from various parties, such as the banana chips entrepreneurs, banana farmers, and related government agencies to developing of banana chips business in Lampung Province.

IV. Conclusions

1. Banana Chips in Lampung Province is developed as a superior product that will expand its market. The determining factors of the successful development of banana chips business are (1) technical ability, (2) capital access, (3) availability of raw materials, (4) production process, and (5) managerial ability.
2. Optimistic scenario is a scenario used for the development of banana chips business

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