

CHAPTER 1

INTRODUCTION

1.1 Background of the Project

In this modern era, economic development is progressing rapidly. With the increasingly sophisticate technology from time to time. Now many people are starting to try by creating new businesses. Currently, business competition is getting bigger so that many business actors are developing their businesses creatively and innovatively.

One of the growth factors in Indonesia that contributes to economic development is small and medium enterprises. Small and medium enterprises really help the community in meeting their daily needs. This is a great opportunity for people who want to try to do business with small capital (Handayati et al, 2020).

Small Medium Enterprise (SME) is the most powerful driver in the economic development. The SME's movement plays an important role in creating the growth and job opportunity (Soekartawi in Yulia et al, 2020). The purpose of business is not only to gain profit through the effective and efficient procurement of goods and services needed by the community, but also to achieve a prosperous society, create jobs for the community, increase the progress and economic growth of the community in general, as well as to demonstrate the achievements and prestige of the actors business (Jati et al, 2019).

Production planning is an activity to get products according to the needs of two parties, namely the company and the consumer. Production planning can be interpreted as a statement of the overall production plan that contains an agreement between top management and the manufacturing department which is prepared based on the demand and needs of the company's resources (Juliantara & Mandala, 2020). Production planning based on corn and potato is an alternative in doing business.

In Indonesia, corn is the second staple food after rice. Specifically, corn is a food crop that is beneficial for human and animal life. One of the varieties of corn especially sweet corn is very popular with residents because it is delicious and sweet. Currently, sweet corn is quite popular with consumers as a mixture of foods such as pickles, cakes, and other. In addition to its sweet taste, corn has a fairly high nutritional content contained in 100 gram of sweet corn is 22,8 gram of carbohydrates; 3,5 gram of protein; and 1,0 gram fat (Hayati et al, 2022).

Potatoes are also a substitute for rice in Indonesia. Potatoes have useful content, the nutrients contained in potatoes include carbohydrates, minerals (iron, phosphorus, magnesium, sodium, calcium, and potassium), protein, and 9 vitamins, especially vitamins C and B1. Potatoes also contain fat in a relatively small amount, namely 1,0-1,5%. The content of amino acids in potatoes is also balanced therefore it is very good for health and can be used for various processed foods, both wet food and dry food (Hartiyah, 2022).

Carrots are perfectly healthy and nutritious vegetable. This vegetable has a high source of fiber and has natural fiber. Just a medium-sized carrot has 2 gram of fiber. Usually people who eat carrots avoid hypertension. Carrots also have vitamins and minerals that are important for the body. These include vitamin A, vitamin B, vitamin K, and vitamin B6. Carrots contain the most carbohydrates and vitamin A and carrots also contain a small amount of fat and protein (Kusuma et al, 2021).

Celery plant (*Apium graveolens L.*) is a nutritious plant that is widely used by the community, as well as a flavouring agent in food. Celery is efficacious to stimulate digestive and urinary enzymes (diuretic), relieve spasms (antispasmodic), lower blood uric acid levels, antirheumatic, diuretic, fart laxative (carminative), aphrodisiac, sedative, and antihypertensive. The high potassium content means that people who consume celery do not need additional potassium from the outside due to the diuretic effect of what the consume. However, celery is still rarely used by the public to facilitate the production of urine. The natural properties of celery are thought to have good solubility, in that can help in curing

urinary stones. Because one of the characteristic sufferer kidney stones is difficulty urinate (Herawati et al, 2020).

Corn and potato which is the staple food of the Indonesian people besides rice which can be processed into a variety of foods, both as semi-finished ingredients as well as finished ingredients. One of them is balls snack. Balls snack is a food made from corn and potatoes that have gone through a production process with a distinctive taste from the ingredients themselves. In this modern era, many business actors create ready-to-eat products that are reprocessed into products with various flavors, such as mozzarella cheese.

Business planning is still needed before carrying out the process of making balls snacks, even though there are only a few competitors who sell similar products. The purpose of this business plan is for the project to be sustainable, superior to other businesses and acceptable to consumers. In addition, price considerations are one of the benchmarks for consumers to buy balls snacks. Consumers repurchase interest in balls snack products is strongly influenced by their assessment of the suitability of the price of the product itself (Hasanah 2019 in Yulia 2021).



Figure 1.1 Product of Cornato Balls
Source: Processed Data 2022

Balls snacks are foods that can be consumed by all people, from children to adults. In Bengkalis Island, the management of raw materials, especially corn, is still relatively small, therefore the selection of corn processing is an alternative to starting a business. This business also tries to make various flavors and shapes thus consumers are more interested in the product. Based on the above

background, this final project was made with the title **“PLANNING AND PRODUCTION OF CORNATO BALLS”**.

1.2 Identification of the Project

Based on the background described above, the problem that arises is how to plan and produce Cornato Balls.

1.3 Purpose of the Project

The objectives of the project are divided into two namely general purpose of the project and specific purpose of the project, are as follows:

1.3.1 General purpose of the project

The general purpose of this final project is to find out how to planning and production Cornato Balls from the aspects production.

1.3.2 Specific purpose of the project

Specific project to be achieved in writing this final project are as follows in below:

1. To know the production of Cornato Balls
2. To know out management of raw materials on Cornato Balls
3. To find out the cost of goods manufactured Cornato Balls

1.4 Significance of the Project

The significance of the final project planning and production of Cornato Balls are as follows:

1. For the author
This writing can be used as experience and knowledge in completing the final project. This writing is one of the requirements to complete an applied bachelor's degree in the department of Business Administration, International Business Administration study program.
2. For the entrepreneur
This writing can be used as one of the considerations before making a decision about planning and production of Cornato Balls.

3. For the community
The writing is expected to be means of additional information for the community as a business idea how make Cornato Balls.
4. For other parties
This writing is expected to be a reference for the implementation of the next project.

1.5 Time and Place of Project Implementation

The implementation time of this project is from August to November 2022. The location for the implementation final project Planning and Production of Cornato Balls on Senggoro Street, Bengkalis regency and Jenderal Sudirman Street, Selatbaru Village.

1.6 Writing System

The writing systematic carried out therefore this project report can be arranged neatly for the Cornato Balls final project planning and production is as follows:

CHAPTER 1: INTRODUCTION

Writing system in this chapter the author explains the background of the project, project identification, purpose of the project, significance of the project, time and place of project implementation, and writing systematics.

CHAPTER 2: LITERATURE REVIEW

Writing system in this chapter, the author describes the theory that is relevant to the subject of the final project of a business project, which explains the identification in business plans and project identification to be implemented.

CHAPTER 3: PROJECT COMPLETION METHODS AND PROSESSES

Writing system in this chapter, the author describes the project preparation plan, the project implementation plan which consists of the project implementation schedule and process, the project

completion plan and the project reporting plan, including the project activity implementation report, the project activity implementation financial report, the time and place of project implementation.

CHAPTER 4: RESULT AND DISCUSSION

Writing system in this chapter the author describes project activities, project financial and reports on the implementation of project activities during the previously established period, including the obstacles and solution experienced in project implementation.

CHAPTER 5: CONCLUSION AND SUGGESTION

Writing system in this chapter contains conclusions and suggestions as a presentation of the final project report in order to be a reference in writing a better next final project and reference for starting a business.