

# EMPLOYEE PERFORMANCE IN INCREASING REVENUE IN TEMPE AGROINDUSTRY UD. WAHYU IN PANJER, SOUTH DENPASAR

Ni Ketut Karyati

Universitas Dwijendra  
[ketutkaryati@undwi.ac.id](mailto:ketutkaryati@undwi.ac.id)

## ABSTRACT

*The performance of Wahyu Dagang Business employees has so far experienced a decline, which is due to a lack of understanding of the management of existing resources. This study aims to determine the performance of employees in the tempeh agroindustry UD. Wahyu Panjer, South Denpasar. This research is expected to optimize employee performance so that income has increased. Employee performance is the result of work done by someone in an organization according to their duties and functions within a certain period of time in order to achieve the goals set by the organization. The population used in this study are active employees at UD. Wahyu as many as 15 people and all of them were used as respondents using the census method. The location was determined by purposive sampling method. Data collection was carried out by observation, direct interviews with respondents and owners, and supported by documentation and publications or taking pictures. Data analysis in this study used descriptive qualitative data analysis. The results showed the performance of employees in the tempeh agroindustry UD. Wahyu is able to increase business income, because employees are more skilled after being given training, the services provided are getting better, so that customer satisfaction increases. This has an impact on increasing sales results, promotion and marketing continue to be improved, so that more consumers make purchases.*

Keywords: *employees performance, agroindustry*

## 1. INTRODUCTION

Soybean tempeh is the most popular fermented food in Indonesia. Tempe is soybeans which are covered with white mycelium from *Rhizopus* to form a compact and dense texture (Tati Barus, Dika Putri Salim, 2019). Tempe is a native Indonesian food product derived from fermented soybeans using the mold *Rhizopus* spp (Kusumawati *et al.*, 2020). Tempe is a relatively inexpensive source of protein compared to other protein sources such as meat, eggs and fish. In addition, tempeh protein is easier for the body to use because of *Rhizopus* spp proteases (Tati Barus, Dika Putri Salim, 2019). Tempe has been known as a traditional food originating from Indonesia since the early 1600s, especially in the Javanese eating culture (Astawan, M., 2017).

This tempeh business is usually carried out by small scale companies or home industries with large production quantities. Therefore the production of tempeh requires a lot of employees as the main driver of the production. Employees here are the core organs of a company, be it a company with a conventional production system or a company that relies on technological assistance as the main means of production or industry. That is why employee management has an important role to achieve both individual and organizational goals (Irman, Dewi Kurniati, 2021).

Business improvement is usually strengthened by the performance of the company's employees. The better and optimal the performance of employees, it is hoped that business income will also increase. Performance is defined as the implementation of work results that have been carried out by institutions through leaders and

employees in an organization (Ma'ruf, 2014). This is consistent with the long research conducted by Slamet and Sri (2012) which states that employee performance and business capital affect the Remaining Results of Operations (SHU) at the Koperasi Unit Berkah Fortuna in Mapadeceng District, North Luwu Regency (Slamet Sutomo Hadipramono, Sri Wahyuni, 2012). Other studies have concluded that the results of the income earned over a period of one year have fluctuated, while in terms of employee performance there needs to be improvement because the mean value of the variable is still below 4.00, namely 3.94 in PT. BPR Nusumma East Java Malang Branch (Damayanti, 2016). Based on the above considerations it is interesting to review the "tempeh agroindustry employee performance at UD. Wahyu, Panjer Village, South Denpasar District".

## **2. RESEARCH METODOLOGY**

The location of this research is at UD. Wahyu, Panjer Village, South Denpasar District. Determining the research location using the purposive sampling method, which is a method of determining the research location deliberately and planned. The considerations for selecting this location are: 1) UD. Wahyu is an agro-industry that still survives amid the rapid development of information technology over the last 20 years, 2) there is no specific research on employee performance at UD. Wahyu, Panjer, South Denpasar.

The population in this study were 15 people. The entire population will be used as respondents using the census method. Data collection techniques are carried out by means of: 1) observation by directly observing the conditions and phenomena at UD. Wahyu, 2) direct interviews with respondents and owners, 3) documentation by studying various documents related to research, 4) publication and shooting are the presentation of data and visual evidence supporting what happened at the research site. After the data was collected, data analysis was carried out using a qualitative descriptive method, namely to reveal events or facts, situations, phenomena, variables and circumstances that occurred during the research by presenting what actually happened.

## **3. RELATED RESEARCH/LITERATUR REVIEW**

Performance can be interpreted as job performance or actual performance (work achievements or actual achievements achieved by a person). The definition of performance (work achievement) is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him (Mangkunegara, 2009). Performance is the success of an organization in realizing strategic and predetermined goals with the behavior expected of an organization (Aribawa, 2016). Work performance or achievement is a combination of three important factors, namely the ability and interest of a worker, ability and acceptance of explanations of delegation of tasks and roles, and the level of motivation of a worker (Hasibuan & S.P, 2016).

The definition of agro-industry was first expressed by Austin (1981) as a company that processes materials derived from plants or those produced by animals. The processes used include conversion and preservation through physical or chemical treatment, storage, packaging and distribution. Agro-industry can be interpreted as a stage of development, namely as a continuation of agricultural development, but before that stage of development reaches the stage of industrial development. Agro-industry comes from two words agriculture and industry which means an industry that uses agricultural products as its main raw material or an industry that produces a product that is used as a means or input in agricultural business (Soekartawi, 2000).

Agro-industry is an effort to increase the efficiency of the factors of agricultural production into a productive activity through the process of agricultural modernization and technology. The implementation of agro-industry as a business is basically oriented to get the maximum profit through the processing of raw products into semi-finished products and finished products. Profit or loss in a business implementation can be determined by paying attention to several aspects, including the amount of costs, revenue, efficiency, profitability and added value of the agro-industrial business being carried out (Murwanti, S., & Sholahuddin, 2014). Tempe agro-industry is an industry that utilizes agricultural products as the main raw material, in this case it uses the main raw material for soybeans to be processed and made into tempeh products or food ingredients, thus providing added value economically.

#### **4. RESULTS AND DISCUSSION**

UD. Wahyu is a tempe processing agro-industry located on Jalan Tukad Buaji, Panjer Village, South Denpasar District, Denpasar City which is the research location. Panjer sub-district is one of the sub-districts in the South Denpasar sub-district, Denpasar city, with an area of 3.59 km<sup>2</sup> and a population in 2016 of 39,223 people consisting of 20,319 men and 18,904 women with a sex ratio of 107. Kelurahan Panjer is a densely populated area. The population density was recorded at around 10,214 people/km in 2010 with a total of 5,102 households spread across the Panjer sub-district area. It is not surprising that the Panjer sub-district area is so dense and crowded and is also a very developed economic center in the Denpasar city area.

At first, UD. Wahyu is just an own business that was first started by Mr. Hery Nurokhman. The man from Banyuwangi, East Java, started his tempe processing business for the first time in 1994, which took place at his residence on Jalan Betngandang, Sanur. Starting from the processing, production process, to sales, everything is done by Pak Nurokhman and his wife. This business continues to grow and now has a new tempe processing and production site on Jalan Tukad Buaji, Panjer sub-district, South Denpasar sub-district, Denpasar city, and has officially become a trading business and is registered with the One-Stop Integrated Licensing Services and Investment Agency (Badan PPTSP dan Penanaman Modal) Denpasar city, register number; 0323/22-09/PK/III/2016, with a small trading business permit. Now, UD. Wahyu has 15 active employees in the processing and production departments and 50 employees in the sales department and are freelance employees.

Apart from tempeh, UD. Wahyu also produces other products such as tofu and undercooked soybeans which are sold in the market with an increasing number of requests and have become their mainstay products after tempeh. In 2016 UD. Wahyu is recorded as having a company net worth of Rp. 75,000,000. does not include land and buildings for business premises. Currently UD. Wahyu can spend as much as 30 tons of raw materials per month for the production of tempeh and tofu and produces around 255,180 packets of tempeh in one month.

Respondents in this study consisted of 9 male respondents with a percentage of 60% and 6 female respondents with a percentage of 40%. This means that most of the respondents are male. Characteristics of respondents in terms of age, where respondents aged 15-64 years occupied the most positions, namely 15 people with a percentage of 100%, respondents in this group were employees who had worked for a long time at UD. Wahyu, while respondents with an age range of <14 years and >64 years each were 0%.

Characteristics of respondents based on education level showed that respondents with high school education level were the largest at 80% compared to respondents

with junior high school education level of 3 people with a percentage of 20%. The characteristics of the respondents based on length of work indicated that the respondents were employees who had worked at UD for a long time. Wahyu, with a length of work of more than 5 years as many as 12 people with a percentage of 80%, while employees who have worked under 5 years are very few, only 3 people, with a percentage of 20%.

Efforts to increase income at UD. Revelation is carried out by increasing employee performance by means of; (1) Extensification, is an effort to increase the production of goods or services by adding factors of production that are directly related to the production process. For example, increasing the number of workers. (2) Intensification, is an effort to increase the production of goods or services by increasing the quality of production factors. For example, by providing training on how to pack, how to sort, how to ferment yeast, how to mix the ingredients and so on. (3) Diversification is an effort to increase the quality and quantity of goods produced by increasing the types of goods produced (product diversification), such as tofu and semi-cooked soybeans. (4) Specialization, is an effort to improve the quality and quantity of goods produced in the processing of tempe at UD. Wahyu, specialization is done by division of labor, such as employees who are in charge of sorting raw materials, producing, and packing up to the marketing process. (5) Mechanization is an effort to increase the quality and quantity of goods produced by replacing manually operated equipment with machines whose processing is carried out automatically to make it effective and efficient.

Increasing income can also be done by increasing consumer satisfaction by means of; (1) Provide special services to loyal customers, (2) provide maximum service, (3) maintain product quality, (4) maintain honesty, (5) listen to customer complaints. In addition, UD. Wahyu tries to maintain the good name of the company by cooperating with each other among employees and also complying with the policies and regulations set by the superiors/companies where they work, such as always arriving on time, complying with rules issued by the leadership, and working overtime hours based on rule.

Promotion in marketing is also very important to increase sales. So far, UD. Wahyu conducts word of mouth marketing between customers and sales carried out by freelance employees with a profit sharing system. Given the large demand in the market today UD. Wahyu employs around 50 people as freelance salespeople with a profit-sharing system, more than the active employees in the processing and production of tempeh itself. As for the current marketing network, UD. Wahyu has entered the Badung and Gianyar districts.

## 5. CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that the performance of employees in the tempeh agro-industry UD. Wahyu, Panjer, South Denpasar to increase income is carried out by providing training so that employees are more skilled in processing products, improving service to every consumer so that good relations with consumers are maintained, following the rules set by the company, and, which is no less important, the company continues to carry out promotions in marketing through word of mouth promotions carried out by freelance employees.

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