

ABSTRACT

MSMEs as the backbone of the Indonesian economy have contributed to the creation of new jobs and GDP. MSMEs themselves are divided into 3 categories, namely micro businesses, small businesses and medium businesses. Of the three categories of MSMEs based on turnover, MSMEs will be further divided into several categories such as culinary, fashion, handicrafts, and others. The growth in the number of MSMEs will certainly have a positive impact, one of which can open up new employment opportunities. This research discusses culinary MSMEs around Telkom University that use broiler chicken meat as one of the main raw materials. From the results of interviews and field surveys conducted, it was found that at least 20 culinary MSMEs around Telkom University use broiler chicken meat as one of their raw materials. These MSMEs have broiler meat needs that vary from 1 Kg / day to the most is 100 Kg / day. To meet the daily needs of broiler chicken meat, the majority of these culinary MSMEs still buy in markets in Bandung Regency and the rest buy from suppliers who have subscribed. After conducting interviews and in-depth field surveys, it was found that these culinary MSMEs complained about the high price of broiler meat according to them. The high price of raw materials, especially chicken, is currently the biggest challenge for culinary MSMEs around Telkom University. For comparison, the average price of broiler chicken meat in Bandung Regency markets in 2023 was IDR 35.884/Kg while the average price in 2024 reached IDR 36.029/Kg in Bandung Regency markets. Then the consumption rate of broiler meat in 2023 is 0.196 Kg/week per capita and in 2024 in Bandung Regency is 0.186 Kg/week per capita, this is in line with the high price of broiler meat in 2024 so that the consumption rate decreases.

The high price of broiler meat is caused by various factors such as the long supply chain of raw materials and price fluctuations in the market. The long supply chain is the main focus of this research, the long supply chain causes the price of broiler chicken meat for culinary MSMEs around Telkom University to be high because every party involved in the existing supply chain is certain to take a profit margin. To overcome this problem, the researcher proposes to create a new business unit

that can act as a Chicken Slaughterhouse as well as a distributor of broiler meat raw materials for culinary MSMEs around Telkom University with the aim of reducing price fluctuations and providing broiler meat prices that are lower than prices in Bandung Regency markets which of course will still maintain product quality. To design this proposed RPA business, it is necessary to determine the optimal facility location. The CFLP (Capacitated Facility Location Problem) method is a location determination method that has the objective function of minimizing transportation costs and facility construction costs with capacity constraints. The result obtained from this CFLP method is candidate location 2 which is located at 2JMF+R6J Sukapura, Bandung Regency, West Java. Furthermore, to assess whether the proposed RPA business design is feasible to run will use a business feasibility analysis framework that will assess based on financial aspects and non-financial aspects. For financial aspects, calculations such as Internal Rate of Return (IRR), Benefit Cost Ratio (BCR), Net Present Value (NPV), and Payback Period (PP) are carried out to determine whether or not the business is feasible to be realized. From the results of the design carried out that the proposed RPA business design has an NPV value of Rp 8,682,161,681 and an IRR of 47% with a PP time of 2 years which means that this design is feasible to be realized.

Keywords: Broiler Chicken Meat, Culinary MSMEs, Supply Chain, CFLP, Feasibility Study