



ANALISIS BISNIS UMKM
(Studi Kasus UMKM Gajalu Boys)

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Akuntansi (S. Ak)

by

GABRIELA FORTUNA SURYA PANGESTU

008201705009

FACULTY OF BUSINESS
ACCOUNTING STUDY PROGRAM

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JULY, 2023

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That is how I say thank you. I realize that this thesis is far from perfect, for that I apologize if there are errors in writing this thesis. I also hope that readers will provide constructive criticism and suggestions. Hopefully this thesis is useful for readers and can add to the horizon of our knowledge.

Cikarang, 21 September 2023

A handwritten signature in black ink, appearing to read 'Gabriela Fortuna S. P.', with a large, stylized initial 'G'.

Gabriela Fortuna S. P.

TABLE OF CONTENTS

PANEL OF ECAMINERS APPROVAL.....	i
STATEMENT OF ORIGINALITY.....	ii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	iii
ADVISOR’S APPROVAL FOR PUBLICATION.....	iv
PLAGIARISM CHECK RESULT.....	v
TURNITIN.....	v
PLAGIARISM CHECK RESULT.....	vi
GPTZERO.....	vi
ANKNOWLEDGEMENT.....	vii
TABLE OF CONTENT.....	ix
LIST OF FIGURE.....	xi
ABSTRACT.....	xiii
INTISARI.....	xiv
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Research Problem.....	6
1.2.1 Problem Formulation.....	6
1.2.2 Research Question.....	7
1.3 Research Objective.....	7
1.4 Research Scope and Limitation.....	7
1.4.1 Scope.....	7
1.4.2 Limitation.....	8
1.5 Research Benefit.....	8
CHAPTER II.....	9
LITERATURE REVIEW.....	9
2.1 UMKM.....	9
2.2.1. Laporan Keuangan UMKM.....	10
2.2 Pangsa Pasar.....	11

2.3 Produk.....	12
2.4 Kinerja Keuangan.....	13
2.5 Previous research.....	16
2.4 Research Framework.....	17
CHAPTER III.....	18
RESEARCH METHOD.....	18
3.1 Primary data collecting and processing.....	18
3.1.1 Primary.....	18
3.1.2 Secondary.....	18
3.2 Variables and measurement.....	19
3.3 Research Model.....	19
CHAPTER IV.....	21
RESULT ANALYSIS, DISCUSSION, AND IMPLICATION.....	21
4.1 General description.....	21
4.2 Result Analysis.....	23
4.2.1 Interview result.....	24
4.3 Discussion.....	42
4.3.1 Gajalu Boys Market Share Analysis.....	43
4.3.2 Gajalu Boys product analysis.....	44
4.3.3 Gajalu Boys Financial Performance Analysis.....	46
CHAPTER V.....	60
CONCLUSION, LIMITATION, AND RECOMMENDATION.....	60
5.1 Conclusion.....	60
5.2 Limitations and Recommendation.....	61
REFERENCES.....	63
APPENDIX.....	67

LIST OF FIGURE

Gambar 2. 1 Kerangka Berpikir	17
Gambar 4. 1 struktur organisasi kedai burger Gajalu Boys	22
Gambar 4. 2 Entitas Laporan Posisi Keuangan UMKM Gajalu Boys	36
Gambar 4. 4 Laporan Laba Rugi UMKM Gajalu Boys	38

LIST OF TABLE

Tabel 1. 1 Harga Jual Produk Makanan UMKM Gajalu Boys	3
Tabel 1. 2 Harga Jual Produk Minuman UMKM Gajalu Boys.....	3
Tabel 4. 1 Harga Produk	27
Tabel 4. 2 Harga Pokok Produksi Burger	28
Tabel 4. 3 Harga Pokok Produksi Nasi Ayam Geprek.....	29
Tabel 4. 4 Harga Pokok Produksi Dimsum.....	29
Tabel 4. 5 Harga Pokok Produksi Kopi	30
Tabel 4. 6 Harga Pokok Produksi Greentea.....	30
Tabel 4. 7 Harga Pokok Produksi Teh Manis	30
Tabel 4. 8 Biaya Operasional.....	31
Tabel 4. 9 Biaya Gaji Pegawai.....	32
Tabel 4. 10 Piutang	32
Tabel 4. 11 Jumlah biaya beban perbulan.....	32
Tabel 4. 12 Aset Properti	33
Tabel 4. 13 Tabel Pendapatan bulan maret per sepuluh hari	34
Tabel 4. 13 Tabel Pendapatan bulan maret per sepuluh hari	48

ABSTRACT

This research was conducted to analyze the MSME business in the Karawang area. This research is entitled "SME Business Analysis" with a case study on the Gajalu Boys UMKM unit.

This study aims to analyze Gajalu Boys SMEs regarding market share, products, and financial performance. Based on the phenomenon regarding the UMKM business, the authors are interested in studying in order to find out how the market share, products, and how the financial performance of the UMKM unit works.

This research approach uses descriptive qualitative which encourages the description and utilization of market share, products, and financial performance. This study uses primary and secondary data. Primary data collection is done by observation, interviews, and documentation. Secondary data is used as research supporting data. The research results obtained regarding business analysis in the Gajalu Boys UMKM unit are as follows: market share; among the younger generation, Products sold; burgers, geprek chicken rice, dimsum, coffee, green tea, sweet tea, financial performance shows unfavorable results and financial records have not been carried out in accordance with applicable financial accounting standards.

Keywords: Business analysis, Financial Performance, Product, Market Share, UMKM

INTISARI

Penelitian ini dilakukan untuk menganalisis bisnis UMKM yang terdapat pada daerah karawang. Penelitian ini berjudul "Analisis Bisnis UMKM" dengan studi kasus pada unit UMKM Gajalu Boys.

Penelitian ini bertujuan untuk menganalisis UMKM Gajalu Boys mengenai pangsa pasar, produk, dan kinerja keuangan. Berdasarkan fenomena mengenai bisnis UMKM, penulis tertarik untuk mengkaji guna mengetahui bagaimana pangsa pasar, produk, dan bagaimana kinerja keuangan dari unit UMKM tersebut berjalan.

Pendekatan penelitian ini menggunakan kualitatif deskriptif yang mendorong penggambaran dan pemanfaatan mengenai pangsa pasar, produk, dan kinerja keuangan. Penelitian ini menggunakan data primer dan sekunder. Pengambilan data primer dilakukan dengan observasi, wawancara, dan dokumentasi. Data sekunder digunakan sebagai data pendukung penelitian. Hasil penelitian yang didapatkan mengenai analisis bisnis pada unit UMKM Gajalu Boys ini yaitu seperti berikut: pangsa pasar; kalangan generasi muda, Produk yang dijual; burger, nasi ayam geprek, dimsum, kopi, greentea, teh manis, kinerja keuangan menunjukkan hasil yang kurang baik dan pencatatan keuangan belum dilakukan sesuai standar akuntansi keuangan yang berlaku.

Kata Kunci: Analisis bisnis, Kinerja Keuangan, Produk, Pangsa Pasar, UMKM