

# Application Analysis of the Cost Accounting Model for Micro Entities in Profit Optimization Efforts

(Case Study at Genki Yoghurt Micro Entities)

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*Abstract*---The purpose of this study is to analyze the application of cost accounting in Micro and Small and Medium Enterprises in optimizing profits as a means of small industries so that they can maintain their business sustainability. The research method used by researchers is descriptive method. Data from direct observations and interviews are processed and described based on sources from the literature (articles, books, magazines, etc.).

The results of this study are a model of calculating sales and cost of goods sold for products produced by these small businesses. Furthermore, the results of this study are expected to provide an illustration for the small business in determining the selling price more accurately in order to get an optimal profit.

*Keyword*---Cost Accounting, Micro Entities, earnings

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## I. Introduction

As competition and globalization increase, every business actor is demanded to be more creative. Entering the free market era of the ASEAN Economic Community, local human resources will not only compete at the national level, but will compete at the international level, namely ASEAN countries such as the Philippines, Malaysia, Thailand, etc. This certainly must be responded positively, because with increasing competition it is expected to spur local human resources to further maximize their potential, especially Micro, Small and Medium Enterprises (EMKM).

General Director The Ministry of Industry (Kemenperin) Euis Saedah said that the competitiveness of the Micro and Small Entity Entity sector continues to be boosted to face the 2015 ASEAN Economic Community. Two steps of concern are the quality control group and the application of Indonesian national standards. Both of these programs are expected to be able to help develop EMKM standards in the country. The Ministry of Industry also stated that in 2013 the number of EMKMs in Indonesia reached 3.9 million units and was able to absorb 10.3 million workers. This amount contributed to exports of USD19.58 million. While the EMKM production value reached Rp753 trillion or contributed as much as 10% in the formation of the gross domestic income of the industrial sector against the national gross domestic income.

Unfortunately, if we look at Indonesia's competitiveness as measured by the index of industrial performance competitiveness, Indonesia's competitiveness is still below some ASEAN countries such as Singapore, Thailand, Malaysia, and the Philippines (Ardiansyah, 2014). As a result, in the Indonesian market, it is possible for Indonesian EMKM products to compete with other ASEAN countries. In other words, it is possible for Indonesia to become the main market

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for other ASEAN countries. So that this does not happen, a special effort is needed so that Indonesian EMKM business people are able to compete with other ASEAN markets in Indonesia and other ASEAN countries.

To be competitive, EMKM must improve its internal management, with more attention to corporate culture, production systems, financial reporting, management accounting and costs, marketing, control and taxation (Rachman & Prayitno, 2018). These internal components will form a strong foundation for EMKM in facing various challenges, including the ASEAN Economic Community. In addition, it is expected that the existence of this research can be input for the development of accounting and entrepreneurship (business) science, because many involve aspects of financial information and business systems in EMKMs with similar business fields.

Genki Yogurt is a micro entity engaged in the production and sale of yogurt drinks. Sales so far have used consignment in several canteens and cake shops in Bandung. Currently in determining the selling price is still based on comparing prices of similar products from other product brands without knowing the cost of production. Sales records have not been structured properly, making it difficult to analyze and determine the optimal marketing strategy. For product quality, the researchers considered that it was good enough, there is a uniqueness of the taste so that many customers like. But because many things have not been optimized, so this business is developing slowly. Based on this background, researchers are encouraged to conduct research related to the application of management accounting models in Micro and Small Micro Entities in Profit Optimization Efforts.

## **II. Literature Review**

### **Forming a Solid EMKM**

The ASEAN Economic Community (AEC) or the ASEAN Economic Community will take effect in 2015. The movement of goods, capital, services, investments, and agreed persons will be free to enter and exit among ASEAN member countries. The main factor that must be addressed by EMKM is the company's internal management which is the foundation of a business. According to (Pangesti & Yushita, 2019), problems faced by MSMEs include access to capital, marketing, business and financial management, legal and marketing aspects. By researchers focused on aspects of cost.

### **Cost Accounting**

The more competitive environment of business organizations should change the business paradigm towards modernity. Management accounting plays an important role in a more competitive business environment for business organizations in the modern business paradigm. The following are some of the benefits of management accounting proposed by (Martius, 2012): 1) Management accounting helps maintain and control company resources; 2) Performance Tracking; 3) Planning, and 4) Managing cost and price. The benefits above will be felt by a business organization when the application of management accounting is applied properly by people who have competence.

Managing costs and prices is a benefit of management accounting that is closely related to cost accounting. According to (Carter, 2009) "Cost accounting is a way of calculating the value of inventories reported on the balance sheet and cost of goods sold reported in the income statement that equips management with the tools needed for planning and controlling activities, improving quality and efficiency and making decisions that are routine and strategic. To carry out managing costs and prices required calculation of cost of goods sold. Cost of Goods Sold (COGS) is the total total costs incurred directly by a company to get goods or services sold. COGS calculation is done with the aim to find out the amount of production costs to be incurred by the company when it will produce goods or services.

Cost accounting also participates in planning activities, cost accounting helps management make budgets for the future or determine the costs of raw materials, wages and salaries upfront, and other production costs, as well as marketing costs for the product. These costs can help in setting prices and predicting the amount of profit to be received, as well as taking into account competition and economic conditions. Cost information is also made to assist management in spending and decision making matters relating to asset financing.

### **III. Methodology**

The design of this research is descriptive qualitative by making direct observations or observations, interviews and documentation. Descriptive method is a method used to examine the status of a human group, an object, a condition and a system of thought and events that will occur (Sugiyono, 2016). The purpose of a descriptive study is to make a systematic, factual and accurate explorative picture or painting of the facts, traits and relationships between the various symptoms to be examined.

### **IV. Result and Discussion**

Genki Yogurt is what has been running for more than five years, located in the Cicaheum area, Bandung. Through this research the researcher seeks to help formulate a simple calculation model so that it can be applied by these entities and similar entities, because this model is adapted to the production needs of the entity that is the object of research. Based on the results of observations, discussions and interviews researchers tried to formulate a calculation model of cost of goods sold, selling prices and sales.

#### **Cost of Sales Calculation Model**

The cost of goods sold calculation model is trying to be formulated in accordance with the characteristics of the entity that is the object of research. The product made consists of a large cup and a small cup, therefore the calculation model is divided into two models. The following is a general description of the stages for determining the cost of products:

1. Determine the purchase list of materials for production needs from basic to auxiliary materials along with prices.

It is important to be structured so that it can more easily identify product needs, and in order to make it easier to determine the formula in calculating the cost of the product more accurately because the purchase list is made up to a smaller unit. For example, for the price of materials purchased per liter, an additional column price per mili liter is made which is the basis for calculation.

2. Make a model calculation of product material requirements

Based on the product purchase list above, a model calculation of product material needs is made per cup. Distinguished between small cup and large cup calculations so that further analysis can be done about optimizing the benefits of each product, so that if there is a deficiency in one product can immediately make anticipatory steps. For example, small cup sales turn out to be far below the big cups, so they don't contribute to profit. The anticipatory step is to promote more for small cups or offer more small cups to those entrusted to sell.

3. Make a model of calculating the cost of production

After the calculation of material requirements is made, formulations can then be sought to determine the cost of goods by adding elements of direct labor costs and factory overhead costs (FOh). Only after that determine the selling price by adding profit margins from the base price already obtained.

**Material Purchase Calculation Model**

This calculation model is used to calculate the price of materials to facilitate the allocation of costs per cup needed to be more accurate in determining the cost of goods. This model can be seen in Table 4.1.

Tabel 4.1  
**Material Price List**

Nama bahan	Keterangan	Harga per Kg/ltr/pack	Jml per gr/ml/pcs
Susu Murni	-	xxx	xxx
Serbuk agar jelly	-	xxx	xxx
Sedotan	-	xxx	xxx
Cup	Besar	xxx	xxx
	Kecil	xxx	xxx
Seal	-	xxx	xxx
Sirup	Merk A	xxx	xxx
	Merk B	xxx	xxx
Gula	-	xxx	xxx
Bibit yoghurt	-	xxx	xxx
Stiker	-	xxx	xxx

Tabel 4.2

**Material Requirement Calculation Model**

Kebutuhan Cup Besar							
Susu		Nutrijel		Gula			
				Nutri jel		Yoghurt	
Liter	Cup	Bungkus	Cup	Kg	Cup	Kg	Cup
xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx

Kebutuhan Cup Kecil							
Susu		Jelly		Gula			
				Nutri jel		Yoghurt	
Liter	Cup	Bungkus	Cup	Kg	Cup	Kg	Cup
xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx

Tabel 4.3

**Cost of Production Calculation Model**

	Youghurt	Besar		Youghurt	Kecil
HPP	Bi. Bahan Baku	xxx	HPP	Bi. Bahan Baku	xxx
	Bi. TKL	xxx		Bi. TKL	xxx
	Bi. FOH	xxx		Bi. FOH	xxx
	Total	xxx		Total	xxx
	Biaya Per cup	xxx		Biaya Per cup	xxx

Tabel 4.4

**FoH Cost Calculation Model**

<b>Biaya FoH</b>	
Penyusutan Motor	xxx
Penyusutan Mesin	xxx
Bensin	xxx
Plastik	xxx
Alkohol	xxx
Sabun	xxx
gas	xxx
Bon	xxx
Lain2	xxx
Total	xxx

Tabel 4.5

**Model of Calculation of Cost of Production in One Month**

<b>Cup Besar</b>		Susu (ltr)	Nutrie Jel (bks)	Gula (Kg)	Sir up	sedot an	C up	Top seal	Stik er	Bi bit	Tot al
Jenis Bahan											
Kuantitas	xxx	xxx	xxx			xxx	xx x	xxx	xxx		
Harga Satuan	xxx	xxx	xxx			xxx	xx x	xxx	xxx		
Harga Total	xxx	xxx	xxx		xx x	xxx	xx x	xxx	xxx	xx x	xx x
<b>Cup</b>											

Kecil											
Jenis Bahan	Susu (ltr)	Nutrie Jel (bks)	Gula (Kg)		Sir up	sedot an	C up	Top seal	Stik er	Bi bit	Tot al
Kuantitas	xxx	xxx	xxx				xx x	xxx			
Harga Satuan	xxx	xxx	xxx				xx x	xxx			
Harga Total	xxx	xxx	xxx		xx x	xxx	xx x	xxx			xx x

Because this entity does not store inventories, the researchers' cost of production is used as the basis for determining the cost of goods sold for the yogurt products produced by this entity.

## V. Conclusion

The calculation model above is a simple model that researchers made based on the characteristics of the product and the characteristics of the business being run. The model is not a standard model, so in the future development can occur adjusted to changes that occur, for example changes in product packaging. But the calculation model above can provide a more detailed description of the cost of each product. Micro entities often do not know and understand the importance of determining the cost of products, so in the course of business processes there are certainly many uncertain things, such as whether the price he offers is too expensive or too low. All based only on speculation.

It is hoped that by starting to implement the calculation model above, micro business operators can know more about the cost of their products accurately so that it is easier to respond to market prices by setting more appropriate profit margins. So companies can make more appropriate decisions for product development and business in the future.

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