



System for results and business feasibility in salt integration, Pati District, Central Java, Indonesia

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Abstract. The Community Salt Business Development Program (PuGar) in the conservation integration package is a combination of salt ponds in one management. Salting integration is owned by several people with a minimum area of 15 hectares. The conservation integration program in Pati Regency in 2018 was carried out in 7 (seven) villages which were detailed in 8 (eight) locations of land conservation. The research was conducted from July to November 2018. The purpose of the study was to analyze the profit sharing system and the feasibility of the business of the integration of conciliation. The analysis of the data used is a profit sharing system and the feasibility of the business of integration of conciliation. The revenue sharing system is based on agreement between group members. Analysis of business feasibility includes Net Present Value (NPV), Net Benefit Cost Ratio (B / C ratio), Internal Rate of Return (IRR), Pay Back Period (PBP) and Break Even Points (BEP). The result of the division of the integration of peasants per season is assumed to be the same area of land ownership. Landowners get 50% of the net proceeds and then subdivided according to the area they have. Cultivators get 50% of the net proceeds divided by the number of cultivators according to the agreement. Analysis of the conservation integration effort shows that the business is feasible to be applied to the people's salt business.

Key Words: business feasibility analysis, integration, profit sharing system, PuGar.

Introduction. Coastal potential (salt ponds) as a medium for producing salt and the large need for salt, places salt as an important commodity nationally. Salt is an important commodity for the Indonesian people (Rusdi 2018). The salt is one part of coastal potential originating from salt ponds. The great potential of salt in addition to having a positive impact also keeps negative impacts with several problems. One of the problems with salt is that salt farmers cannot produce salt with good quality (Sumada et al 2018). The quality of salt produced by salt farmers is still limited to consumption salt, which cannot produce industrial quality salt. Several factors that influence salt production are weather factors, low productivity, quality of people's salt and distribution channels controlled by traders (Rochwulaningsih 2018). The low quality of salt is due to inadequate technology, lack of facilities and infrastructure (Thys 2003; Apriani et al 2018). This resulted in a low price received by salt farmers, this condition clearly affected the welfare of salt farmers.

Salt production factors are divided into two, namely internal and external. Internal factors include human resources (salt farmers) (Mani et al 2012). External factors include weather, land conditions, supporting facilities and infrastructure and the existence of a salt import policy (Lad et al 2015; Akinaga et al 2017; Nayara et al 2019). Salt farmers are among the weaker groups with farmers and fish farmers. The education of salt farmers is on average elementary, middle and high school (Hidayah et al 2017). There is no significant effect on the level of education with the salt production process. No school can produce salt, because the process of producing salt is hereditary. Salt farmers can produce salt without a learning process but the quality and effectiveness of salt production need to be questioned (Susanto et al 2015). At the time of harvest, salt prices tend to decline. The decline in salt prices is due to the high production of salt, salt farmers are still dependent on middlemen and bonded labor. The worst threat is the

arrival of salt imports. Hamid & Aldianto (2014) added that the import of salt affected the availability of salt stocks so that the demand for people's salt fell and the price of salt fell. The government's efforts to overcome the problem of salt activity are packaged in the community salt business development program. The community salt business development program initiated by the Directorate of Maritime Services and Fisheries at the Jakarta Ministry of Marine Affairs and Fisheries was began in 2011 with the name of empowering the community salt business. Metamorphosis of the Community Salt Business Development Program has the same name called PUGAR. The program was previous started from empowering the community salt business and currently it is evolved into the development of community salt business. Efforts to develop the community salt business are currently using 4 (four) approaches, namely: (1) productivity, (2) quality, (3) continuity, and (4) business institutions (corporatization) (Sudaryana & Pramesti 2018). Existing conditions indicate that the production process is still individual. Separate production processes make low productivity and the quality of salt produced heterogeneous. The salt marketing chain is dominated by middlemen. This phenomenon needed a breakthrough to overcome this problem.

The activities in the "PuGar" program are different each year, starting in the 2017 Budget Year activities are concentrated on the integration of conciliation. This activity was performed to classify salt farmers at a minimum of 15 hectares in one management. The integration of small farmers is one of the technological innovations aimed at increasing salt production. Increasing salt production in quality and quantity has the ultimate goal of improving the welfare of salt farmers. Salt farmers are people who engage in salt production. The process of producing salt from seawater is passed through water reservoir, waste and crystallization tables (Scherer 2004; Wenten et al 2017). In the hands of salt farmers, the process of producing seawater becomes a pile of millions of tons of salt.

The integration of salt farming is indeed based on the small ownership of salt farmers (Baekhaki et al 2018; Prastiwi 2019). Salt farm owners usually have less than 1 (one) ha of land which is managed by 2-3 people, so that it is not effective in terms of the number of cultivators. The integration of conciliation is the integration of salt ponds owned by several people into one unit of land in one management including land management, production and harvesting management. Fishponds belonging to salt farmers that will be integrated can be adjusted to the conditions of the local area (Al Mamun et al 2012). The land is in the form of a stretch of salt pond with a minimum area of 15 ha. The salt ponds have the suitability/technical carrying capacity for the salt business and economic carrying capacity (Thebault et al 2008). The production technology at the salt farming integration used is an isolated maduress technology, both using HDPE (High Density Polyethylene) and LDPE (Low Density Polyethylene) (Jumaeri et al 2017). Assuming that one salt farming season is 5 (five) months, 1 (one) month for land preparation and 4 (four) months for salt production (equivalent to 120 days). Salt production processes (preparation of young water, aging of water until harvest) require 12 (twelve) days. Therefore, one season is available for 10 (ten) times salt production. Salt production target with maduress technology is 300 tons of insulator. In general, the salt farmer strata consist of landowners, land tenants and cultivators. The landowners have land inheritance, buying or selling the salt pond land and others. There are landowners who become employers, there are also those who work on salt ponds. Tenants are people who have the capital to rent land. There are those who rent and work for other people who also rent and work on their own. Cultivators are the lowest group in the salt pond strata because of their income from the profit sharing system with the owners / tenants of salt ponds.

The large number of salt farmer strata in the integration of conciliation affects the income of salt farmers. Land ownership for the integration of fishing is more than one person, so understanding and agreement on the profit sharing system is needed. The profit sharing system for salt farmers in the integration of fishing is important because the land area of the farm is different. In addition, the amount of profit sharing for landowners and cultivators is also different. These differences must be stated in the agreement on the results sharing system to avoid disputes between group members. The

profit sharing system is generally regulated in Presidential Instruction No. 13 of 1980 concerning Guidelines for Implementing Law Number 2 Year 1960 concerning Production Sharing Agreements. The profit sharing system for the integration of the community has no official rules and is only based on the agreement of the group members. The amount of income of salt farmers is one indicator of the successful integration of fishing.

The people's salt business has a goal to increase income, so business feasibility needs to be investigated (Marzuki et al 2014). Maciková et al (2018) stated that the analysis of financial aspects is an analysis in which a business is seen from the point of view of its feasibility. The financial aspect starts from calculating the fund requirements (investments) which are included in the fixed costs, variable costs (variables) and planned results to be obtained. Variable costs are costs whose size depends on the amount of production. Integration of peasants is a new thing and a national pilot is one way to realize salt self-sufficiency. The research of the profit sharing system and the feasibility of this business is important as a material for consideration of the sustainability of programs and activities. Pilot immigration integration does not stop at one fiscal year. The five-year commitment to integrating between salt farmers in one management is highly dependent on the study of the profit sharing system, business feasibility and the existing conditions of the salt ponds. The purpose of this research is to analyze the profit sharing system of salting integration and analyze the feasibility of the business of salting integration.

Material and Method

Description of the study site. The study was conducted in Pati District which is located at 110°15' to 111°15' East Longitude and 6°25' to 7°00' South Latitude. Pilot demonstration integration in Pati Regency in 2018 was carried out in 7 (seven) villages which were detailed in 8 (eight) locations of integrated land: Batangan Subdistrict (Raci, Bumimulyo and Jembangan villages), Juwana District (Genengmulyo I and Genengmulyo II village), Wedarijaksa District (Kepoh and Tluwuk villages), Trangkil District (Kadilangu village). The research was conducted from July to November 2018.

Data analysis. The study population consisted of 59 (fifty nine) land owners and 85 (eighty five) cultivators. The owner and cultivator as many as 144 people. The analysis of the data used is the profit sharing system and the feasibility of the land integration business. The profit sharing system based on agreement between group members and business feasibility analysis includes calculation of Net Present Value (NPV), Net Benefit Cost Ratio (B / C ratio), Internal Rate of Return (IRR), Pay Back Period (PBP) and Break Even Points (BEP) (Sinaga 2009). Net Present Value (NPV) is the difference in stream (stream benefits) and expenditure (stream cost) during the life of a business whose value has been calculated now (present value) using (discount factor). The aim is to assess investment benefits with the present value of the net profit of a business:

$$\text{NPV} = \text{production results} - \text{amount of costs}$$

Internal Rate of Return (IRR) is a way to calculate the amount of the average net profit (return on investment) generated by a business every year during the economic life of the business, with the aim of obtaining the maximum interest rate (discount rate) to arrive at NPV worth zero (balanced). Net Benefit Cost Ratio (Net B / C) is a comparison between the present value of the net profit that is positive and the present value:

$$\text{B / C Ratio} = \text{income} / \text{costs}$$

Break Event Point (BEP): business feasibility assessment aims to determine the break-even point (a condition where no profit and no loss is achieved). As long as the break-even point has not been reached, the business suffers a loss (it is performed to determine when profits begin to be obtained):

$$\text{BEP} = \text{fixed costs} / (1 - \text{non-fixed costs} / \text{total sales results})$$

Pay Back Period (PBP) is carried out to determine the period of return on investment / capital to be obtained. The faster the pay back period the better the capital for the owner of the capital so that the business can be developed:

$$PBP = (\text{investment} / \text{net income}) \times 1 \text{ year}$$

Data collection methods in this study were using primary and secondary data. Primary data is obtained from data collection using a questionnaire. Questionnaire is related to integration of conciliation and direct observation at the study site. Secondary data was obtained from relevant agencies related to conciliation such as Pati Regency Marine and Fisheries Service, Pati Regency Trade Service, Ministry of Maritime Affairs and Fisheries, and various literature related to research. Data analysis was carried out by descriptive analysis, and financial feasibility analysis. Descriptive analysis is used to describe the characteristics of salt farmers which include age, education, land area, business experience and land ownership status. Analysis of the feasibility of a peasant business consists of costs, revenues and income with the help of calculating the Excel program.

Results and Discussion

Salt farmer in Pati District. Salt farmers in Pati Regency are divided between farmers, and tenants. There are also concurrent owners and cultivators, tenants as well as cultivators. Cultivators who are neither owners nor tenants are the worst groups. People who carry out the production process usually do not have land and income from a profit sharing system with landowners. The number of salt farmers in Pati Regency is as many as 6,753 people. Details of the number of salt farmers in each village are presented in Table 1.

Table 1

The number of salt farmers in each village, Central Java, Indonesia

<i>District</i>	<i>Number of salt farmers</i>
1. Batangan District	
Pecangaan	95
Mangunlegi	378
Lengkong	399
Jembangan	194
Bumimulyo	566
Ketitangwetan	460
Raci	485
	2.577
2. Juwana District	
BakaranKulon	224
Langgenharjo	105
Agungmulyo	405
Genengmulyo	550
	1.284
3. Trangkil	
Asempapan	348
Sambilawang	414
Guyangan	186
Kertomulyo	380
Kadilangu	85
Tlutup	57
	1.470
4. Wedarijaksa	
Tluwuk	529
Kepoh	388
Tlogoharum	505
	1.422

Table 1 shows the highest number of salt farmers in Batangan Subdistrict as many as 2,577 people around 38%, Trangkil Subdistrict 1,470 people around 22%, Wedarijaksa Subdistrict 1,422 people around 21% and finally Juwana Subdistrict 1,284 around 19%. Batangan Subdistrict is a salt center that is characterized by the area of salt ponds, the number of salt farmers and the existing salt ponds near the sea. Salt farmers work in salt fields during the dry season. During the rainy season, they use the pond land for the cultivation of milkfish, tilapia and shrimp.

Salt farmers that are incorporated in the integration of salt farming were 85 people or about 0.01% of the total salt farmers in Pati Regency. This shows that salt farmers who understand the importance of the conservation integration program are only few compared to the total number of salt farmers in Pati Regency. One of the factors that is not felt by salt farmers in the salt integration program includes a limited budget. The source of the conservation integration budget is only obtained through the State Budget, but it should be also supported through the local government budgets (Province and Subdistrict). For the availability of salt farmers to be integrated, Subdistrict Batangan is the best recipient of integration programs compared to other Subdistricts. Three villages in the Batangan subdistrict area include Raci, Bumimulyo and Jembangan villages. Raci village is the first pilot village hose farmers are willing to be integrated in 2017. The details of salt farmers incorporated in the integration of salt ponds are presented in Table 2.

Table 2
Number of salt farmers in salt pond land integration, Pati, Central Java, Indonesia

<i>Village</i>	<i>District</i>	<i>Number of landlords</i>	<i>Number of managers</i>
Jembangan	Batangan	4	19
Bumimulyo	Batangan	2	5
Raci	Batangan	3	4
Genengmulyo	Juwana	30	30
Kepoh	Wedarijaksa	4	11
Tluwuk	Wedarijaksa	5	5
Kadilangu	Trangkil	11	11
Total		59	85

Production and productivity of sustainable integration. Integration of conciliation in the mass production of the community salt development program initiated by the Ministry of Maritime Affairs and Fisheries was carried out on one of the potential salt fields in Pati Regency. In 2017, there was a pilot location for the integration of fishing, namely in Raci village, Batangan District. Dissemination and notification to villages related to the integration of conciliation was carried out through Fisheries Extension, Auxiliary Fisheries Extension and assistants.

In 2018, the conservation program was held in 7 (seven) villages with 8 (eight) locations. The big question is why salt farmers are interested and propose to join the integration of conciliation. Whether integration of safekeeping is beneficial or merely the salt farmers want to receive assistance. The aid package in the community salt business development program in Pati Regency in the 2018 budget year includes land management, pumps, pipes and geo-electricity. The details of the location, production and productivity of the integration of salt ponds are presented in Table 3.

Table 3 shows that the land area for integration of salt ponds is at least 15 ha with productivity of less than 100 tons per ha. This productivity has not been maximized, it is possible for the management of salt farmers not to apply the existing Standard Operating Procedure (SOP). The quality of salt is better than traditional salt production. One of the things that affects quality is the use of geoisolator on the crystallization table. This is the same as expressed by Trikobery et al (2017) that geoisolator increases the income of salt farmers. Intensive land to produce salt with new land producing salt has an effect on the amount of salt production in integration. The percentage of salt production shows that the results are more in new land than in already intensive land.

Table 3

Location of Integration of Salt Pond Land in Pati Regency in 2018

Village	Land area (ha)	Production (ton)	Productivity (ton ha ⁻¹)
Jembangan	15.90	1,128.45	70.97
Bumimulyo	15.65	985.25	62.96
Raci	15.00	989.65	65.98
Genengmulyo I	15.00	1,120.50	74.70
Genengmulyo II	18.60	1,320.50	70.99
Kepoh	15.10	1,100.25	72.86
Tluwuk	21.00	1,250.45	59.55
Kadilangu	19.85	1,280.00	64.48
Overall	136.100		

Provit sharing system of salt mixed integration. The salt season in 2018 was longer than the 2017 salt season. This had an impact on the amount of salt production which was more than in 2017. As with the production of salt in the salt farms, the production results were also higher. Abundant salt production tends to have an impact on decreasing salt prices. Salt price range for 2018 between Rp. 800 to Rp. 1,600. The average price of salt for integrated land is Rp. 1,300 Kg⁻¹.

The integration of conciliation is the merger of a number of land with a minimum land area of 15 ha into one management unit. The merger needs to be investigated on how the distribution of the system for sharing salt land is agreed with a fair attitude and does not cause problems. Andriyani et al (2013) said that the profit sharing system between owners and cultivators has long existed in various terms that vary from region to region, in the Minahasa "toyo", in Java "maro, mertelu" while in Lombok it is famous for "nyakap".

The profit sharing system for the integration of the boomer has no technical basis or guidance. The profit sharing system for the integration of conciliation varies depending on the group's agreement in each village. Before sharing these results, operational costs are reduced, deductions as savings for the following year's operational costs. The details of the profit sharing system in the integrated farm in Pati are presented in Figure 1.

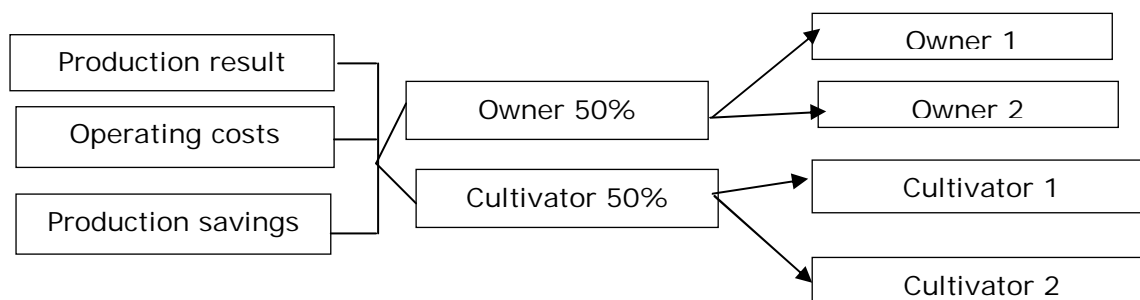


Figure 1. Diagram of the profit sharing system for conciliation integration in Pati Regency.

Conciliation integration is a model so that there is still government interference in the form of grants. Grants / assistance for the conservation integration program include the procurement of geoelectricity generator, pumps, pipes / paralon, land management and geoelectric installation. The arrangement of land and supporting facilities for the salt production process in the integration of fishing is the responsibility of the Government. The operational costs of salt production are the responsibility of the program recipient group. Operational costs include fuel, harvesting power, road repairs, line repairs and others.

The conservation integration program does not finish after one season, it is expected to integrate at least 5 years (seasons). To support the implementation of integration the following year there is a harvest deposit for operational costs. The amount of harvest savings varies from village to recipient of integration. The range of the deposit amount is between 10 and 20% of the net cost of the salt farming integration.

The profit sharing system for the integration of phases begins with the production reduced by the operational costs of salt production. Reduction in production savings will be allocated for the cost of land preparation in the following season. Net proceeds after deducting operational costs and deposits for land preparation costs will be shared between land owners and cultivators.

Salt farm land owners get a 50% yield. The net proceeds are then subdivided into ownership of the other ponds according to the area owned. Cultivators get 50% of the net proceeds. The results are divided by the number of cultivators agreed upon in a conservation integration land management. The profit sharing integration system does not violate the general rules regarding the profit sharing agreement mandated in Article 4 of Presidential Instruction No. 13 of 1980 concerning Guidelines for Implementing Law Number 2 Year 1960 concerning Production Sharing Agreements. Production results and the system of sharing the land for the integration of salt ponds assuming the same land area in each village are presented in Tables 4, 5, and 6.

Tables 4, 5, and 6 show the amount of land ownership and cultivators in each of the integration villages is different. The most integrated land ownership is Genengmulyo II Village with 18 people, while the less integrated land ownership is Bumimulyo village. The lack of ownership of integrated land is based on the extent of salt ponds to reach a minimum of 15 ha.

Table 4

Production sharing system for integration of salt pond land in Batangan District

<i>Description</i>	<i>Jembangan village</i>	<i>Bumimulyo village</i>	<i>Raci village</i>
Number of landlords	4	2	3
Number of managers	19	5	4
Product result (IDR)	1,466,985,000	1,286,545,000	1,280,825,000
Production Results (IDR)	1,311,985,000	1,111,545,000	1,120,825,000
Deposits for operational costs the following year (IDR)	196,797,750	55,577,250	168,123,750
Net income (IDR)	1,115,187,250	1,055,967,750	952,701,250
Owner 50% (IDR)	557,593,625	527,983,875	476,350,625
Cultivator 50% (IDR)	557,593,625	527,983,875	476,350,625
Individual owner results (IDR)	139,398,406	263,991,938	158,783,542
Individual cultivators (IDR)	29,347,033	105,596,775	119,087,656

Table 5

Production sharing system for integration of salt pond land in Juwana District

<i>Description</i>	<i>Genengmulyo I village</i>	<i>Genengmulyo II village</i>
Number of landlords	12	18
Number of managers	12	18
Product result (IDR)	1,456,650,000	1,716,650,000
Production Results (IDR)	1,241,650,000	1,516,650,000
Deposits for operational costs the following year (IDR)	124,165,000	151,665,000
Net income (IDR)	1,117,485,000	1,364,985,000
Owner 50% (Rp)	558,742,500	682,492,500
Cultivator 50% (Rp)	558,742,500	682,492,500
Individual owner results (Rp)	46,561,875	37,916,250
Individual cultivators (Rp)	46,561,875	37,916,250

Table 6

Production sharing system for integration of salt pond land in Wedarijaksa Subdistrict and Trangkil District

Description	Wedarijaksa District		Trangkil District
	Kepoh	Tluwuk	Kadilangu
Number of landlords	4	5	11
Number of managers	11	5	11
Product result (IDR)	1,430,325,000	1,625,585,000	1,469,000,000
Production results (IDR)	1,250,325,000	1,420,585,000	1,469,000,000
Deposits for operational costs the following year (IDR)	125,032,500	284,117,000	220,350,000
Net income (IDR)	1,125,292,500	1,136,468,000	1,248,650,000
Owner 50% (IDR)	562,646,250	568,234,000	624,325,000
Cultivator 50% (IDR)	562,646,250	568,234,000	624,325,000
Individual owner results (IDR)	140,661,563	113,646,800	56,756,818
Individual cultivators (IDR)	51,149,659	113,646,800	56,756,818

The highest number of cultivators in Jembangan village is 19 people. The least amount of integration land ownership is Bumimulyo village with 2 people owning land and 5 people managing. The lack of management of recreational integration is still influenced by previous managers. Farm owners already have people who work on their ponds. One of the objectives of the efficient integration of labor force has not been optimally implemented.

The results of the division of conciliation integration per season / year varied with the same ownership area assumptions. The largest share of landowners per person is Bumimulyo village, which is IDR 263,991,938 and the smallest is Genengmulyo II village, which is IDR 31,416,250. The biggest share of the cultivator is the village of Raci, which is IDR 119,087,656 and the smallest share of the cultivator is Jembangan village, which is IDR. 29,347,033. For salt farmers, the results of one season of salt are assumed for one year work. This is due to the single season of salt production process. Income from one season salt production is used for one year.

The revenue sharing system shows that there is less land ownership and greater land management. One of the aims of the integration of fisheries business is for cost efficiency. Production processes which are funded by operational costs should be using external resources.

Business feasibility of salt mixed integration. The feasibility of efforts to integrate salt ponds is important. Established pilot integration can be applied in different locations after being evaluated for the feasibility of its business. This pilot is expected to be replicated and developed by other groups to improve the welfare of salt farmers. The feasibility of business integration integration in terms of Net Present Value (NPV), B / C Ratio, Break Ever Point (BEP) and Pay Back Periods (PBP) is presented in Tables 7, 8, and 9.

The calculation above shows a demonstration of peasant integration in 7 (seven) villages where the location of salt ponds is feasible to be developed. The lowest NPV was in the village of Raci, Batangan and the highest in Kepoh village, Wedarijaksa sub-district. Positive values indicate the benefits that investors receive in the next five years by investing in the integration of salt ponds. B / C ratio calculations show all values are more than 1. The B / C ratio above 1 indicates that the business is worth continuing. This is in agreement with the research conducted by Marzuki et al (2014), obtaining a B / C value ratio of 1.48 shows that businesses can be run continuously so that it is said to be financially feasible.

BEP is a point where costs or expenses and income are balanced so there is no loss or profit. The locations with the biggest BEP are Tluwuk village, Wedarijaksa District,

Rp. 1,094,999,999.87 and the smallest BEP of Kepoh village, Wedarijaksa District, Rp. 749,999,999.87.

Table 7
Business feasibility of integration of salt pond farms in Batangan District

<i>Description</i>	<i>Jembangan</i>	<i>Raci</i>	<i>Bumimulyo</i>
Fixed cost	915,000,000	930,000,000	895,000,000
Variable cost	155,000,000	175,000,000	160,000,000
Total fixed and non-fixed costs	1,070,000,000	1,105,000,000	1,055,000,000
Production result	1,466,985,000	1,286,545,000	1,280,825,000
Net income	1,311,985,000	1,111,545,000	1,120,825,000
Calculation of business feasibility			
NPV	396,985,000	181,545,000	225,825,000
B / C ratio	1.23	1.01	1.06
BEP	914,999,999	929,999,999	894,999,999
PBP	0.70	0.84	0.80

Table 8
Business feasibility of integration of salt pond farms in Juwana District

<i>Description</i>	<i>Genengmulyo I</i>	<i>Genengmulyo II</i>
Fixed cost	835,000,000	1,025,000,000
Variable cost	215,000,000	200,000,000
Total fixed and non-fixed costs	1,050,000,000	1,225,000,000
Production result	1,456,650,000	1,45,650,000
Net income	1,241,650,000	1,256,650,000
Calculation of business feasibility		
NPV	406,650,000	231,650,000
B / C ratio	1.18	1.03
BEP	834,999,999,85	1,024,999,999,86
PBP	0.67	0.82

Table 9
Business feasibility of integration of salt pond farms in Wedarijaksa District and Trangkil District

<i>Description</i>	<i>Wedarijaksa District</i>		<i>Trangkil District</i>
	<i>Kepoh</i>	<i>Tluwuk</i>	<i>Kadilangu</i>
Fixed cost	750,000,000	1,095,000,000	1,027,750,000
Variable cost	180,000,000	205,000,000	195,000,000
Total fixed and non-fixed costs	930,000,000	1,300,000,000	1,222,750,000
Production result	1,430,325,000	1,625,585,000	1,664,000,000
Net income	1,250,325,000	1,420,585,000	1,469,000,000
Calculation of business feasibility			
NPV	500,325,000	325,585,000	441,250,000
B / C ratio	1.34	1.09	1.20
BEP	749,999,999	1,094,999,999	1,027,749,999
PBP	0.60	0.77	0.70

Pay back period (PBP) is the period of return of investment that has been spent through the profits earned from the salt business. The eight locations show that all PBP values are less than 1. This shows that the business is feasible to run because for 6 months or one salt season the investment spent can be returned. In general, salt business is a strategic business and deserves to be developed, this being similar to what Deliarnoor et al (2018) said that people's salt business empowerment in Pasuruan Regency is worth developing.

Analysis of the effort to integrate salt farm land shows that the business is feasible to be applied to the people's salt business. Community salt farmers benefit from

the integration grant. It will be a problem in the future whether salt farmers independently want to integrate. The area of 15 ha in one stretch is difficult to find in Pati Regency salt ponds. Without being facilitated by the government, the integration of salt ponds will experience difficulties in sustainability.

Conclusions. Conciliation integration is a merger of a number of land with a minimum of 15 hectares of land into one management unit. The profit sharing system on the land for the integration of salt ponds begins with the production of deposits used for the operational costs of integration of salt ponds and the cost of preparing the land in the following season. Net yield after deducting operational costs will be shared between land owners and cultivators. Landowners get 50% of the net proceeds and then subdivided according to the level they have. Cultivators get 50% of the net proceeds divided by the agreed number of cultivators. Based on the calculation of the business feasibility of peasant integration at eight locations, the NPV value is positive, indicating the benefits received by investors in the next five years by investing in the integration of salt ponds. The B / C ratio above 1 indicates that the business is worth continuing. The production results above the BEP and all PBP values are less than 1. This shows that the business is feasible to run because for 6 investments issued, it can return. The business is feasible for the development of the people's salt business.

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