

## **FEASIBILITY STUDY GRINGGING LOMBOK FRIED CHICKEN BUSINESS DEVELOPMENT BASED ENTERPRISE RESOURCE PLANNING**

**Steven Widjaksono<sup>1</sup>, David Sukardi Kodrat<sup>2</sup>**

Universitas of Ciputra Surabaya  
INDONESIA

**Emails:** <sup>1</sup>[steven.widjaksono@gmail.com](mailto:steven.widjaksono@gmail.com), <sup>2</sup>[david.kodrat@ciputra.ac.id](mailto:david.kodrat@ciputra.ac.id)

### **ABSTRACT**

*The purpose of this study is to conserve and use the time as well as possible when viewed from the aspect of Information Technology Enterprise Resource Planning (ERP) in maximizing the performance of the factors in the Enterprise Resource Planning (ERP) itself includes among other supply chain (supplier), customer information database (customer data) and marketing intelligence (competitors) contained in the Gringging Lombok Fried Chicken.*

*This study uses a feasibility study to analyze various aspects of the business. In this study using the determination of the informant, the informant where research is of Pak Maolana, he is founder and owner of Gringging Lombok Fried Chicken, informants also study the other is from the supplier and the customer. The collection of data is to use interview, observation and documentation.*

*Variables examined in this study is the organizational aspects and technological aspects. The analytical tool used in this research is to use the database and Visual Basic .NET 2010.*

*The results of this study indicate that in organization and technology aspects in Gringging Lombok Fried Chicken is feasible to be developed or development is feasible.*

**Keywords:** Feasibility Studies, Organizational Aspects, Technological Aspects

### **INTRODUCTION**

Food sector is one of the business sectors that can run continuously, because of the food sector is one of the basic needs of everyday people.

In development in Indonesia itself, this sector has great potential and are very promising and also the background by population growth in Indonesia, especially in East Java itself is increasingly growing from year to year.

It is also an influence on the development of information technology is very good at the moment, particularly in the field of Enterprise Resource Planning (ERP), where Enterprise Resource Planning (ERP) is also very supportive and also greatly help business Gringging Lombok Fried Chicken in integrating and automate business processes Gringging Lombok Fried

Chicken itself to become more efficient. With the Enterprise Resource Planning (ERP), it is very helpful at all to help control the amount of good that enter and control the amount of stuff that comes out or the term is supply chain.

**Table 1. Supply Chain in Gringging Lombok Fried Chicken 5th of November 2015**

No	Items	First Stock	Purchase	Sale	Last Stock
1	Ayam Super	20 tail	90 tail	70 tail	40 tail
2	Ayam Jumbo	10 tail	30 tail	25 tail	15 tail
3	Bebek	5 tail	50 tail	30 tail	25 tail
4	Tahu	10 seed	50 seed	25 seed	35 seed
5	Tempe	10 seed	30 seed	20 seed	20 seed
6	Kangkung	3 bundle	20 bundle	15 bundle	8 bundle
7	Teh Botol Sosro	15 bottle	72 bottle	68 bottle	19 bottle
8	Beras	25 kg	50 kg	50 kg	25 kg
9	Cabai Merah Kecil	5 kg	10 kg	10 kg	5 kg
10	Jeruk Manis	3 kg	15 kg	10 kg	8 kg
11	Jeruk Nipis	1 kg	5 kg	4 kg	2 kg
12	Gula	2 kg	5 kg	5 kg	2 kg
13	Garam	1 kg	2 kg	1 kg	2 kg

Besides, it also can help see the large number of customers who come in and order a meal in Gringging Lombok Fried Chicken or the term is a customer database information.

**Table 2. Customer Database Information in Gringging Lombok Fried Chicken**

No	Days	Customer	W1	W2	W3	W4
1	Senin – Jumat	1085 person	266 person	245 person	280 person	294 person
2	Sabtu – Minggu	1190 person	294 person	273 person	308 person	315 person

Besides that, there is also a supplier of data that is used to determine the name of the supplier, the supplier address, telephone and so forth.

**Problem Statement**

How to develop the Information Technology Enterprise Resource Planning (ERP) can be better on Gringging Lombok Fried Chicken?

**LITERATURE REVIEW**

As that the problems above, this research will use Analysis Model that can determine two aspects are organizational aspects and technological aspects. These two aspects are organizational aspects and technological aspects also interconnected to one another to form a well structured process. On aspects of the organization describes the business process ERP, on aspects of the technological describes data and reports.

In the organizational aspects, there is a business process called the business process ERP. This business process ERP very important, because in the process, there are business ERP the components in it are each other mutual relating, among others, is the design, modeling, execution, monitoring, and optimization.

-Where On the design described the design of standard procedure system of the ERP business processes.

-Where On the modeling described on the model of the display screen of the ERP business processes.

-Where On the execution described about the need from software and hardware to run the business process ERP.

-Where On such monitoring are used for monitoring the ERP system business processes.

-Where On the optimization described on specification of the ERP business process applications.

In the aspect of technology there are data that are interconnected with one another among others, database systems and programs. In database systems are sub-sections again therein which include performance data, the data independency, the data integration, centralization of data, and data protection.

-Where the performance data is explained about the efficiency in memory usage.

-Where the independency the data are explained about the making of the interface into the data.

-Where is the integration of data are explained on reducing the problem of data relationships.

-Where the centralization of data can be accessed simultaneously

-Where the protection of data are explained on granting the user access rights.

In the programs there are sub-sections again therein which include supply chain program, program information and program customer database marketing intelligence.

-Where the supply chain program is explained on the program supplier.

-Where the customer program information database is described on the program the customer data.

-Where is the marketing intelligence programs is described on competitors or competitors.

In the aspect of technology there are also reports among other things: supplier data reports, product purchase transaction reports, the report of raw materials, product sales transaction reports, and customer data reports.

-Where the supplier data reports are described on the report of the supplier data in detail.

-Where the product purchase transaction reports are described on the report from the purchase of products such Gringging Lombok Fried Chicken already entered into the database.

-Where is the raw material of the report described the report of the raw material on the Gringging Lombok Fried Chicken in detail.

-Where on product sales transaction reports are described on the report of the sales transaction Gringging Lombok Fried Chicken products that are already in database.

-Where On the customer data reports described the reports of customer data ranging from the name, address, telephone number and many other.

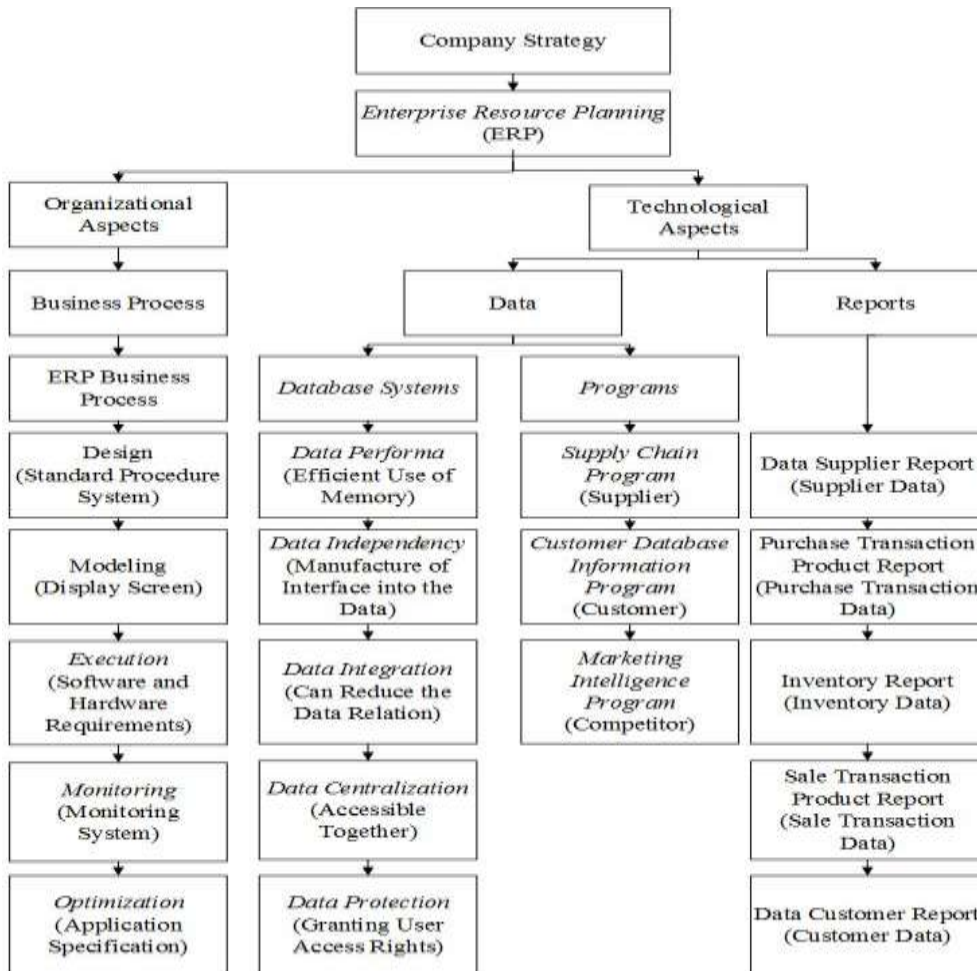
## **RESEARCH METHODS**

### ***Type and Research Methodology***

The research approach used in the business development of Information Technology-based Gringging Lombok Fried Chicken This is the kind of qualitative applied research (case study). Applied research according Sugiyono (2011: 9) is a research aimed at solving practical problems of life. In the applied research itself, there are three kinds of examples. Three kinds of examples of applied research, among other things: research on evaluation, research development at the same time, and the last is action research. In the study of business development Gringging Lombok Fried Chicken based Enterprise Resource Planning Information Technology are using this type of research and development, so it is expected to be a useful research material for

business development Gringging Lombok Fried Chicken based Enterprise Resource Planning is more.

**DISCUSSION**  
**Analysis Model**



**Figure 1. Analysis Model in Gringging Lombok Fried Chicken.**

Design especially with the layout and the design position, must be completely in accordance with the needs, and the design must be permuted in accordance with the wishes of the Gringging Lombok Fried Chicken's client. Modeling should be interconnected, must be able to run and also the modeling should be replaced between the components with each other, so that eventually can correspond with the wishes of the Gringging Lombok Fried Chicken's client. Execution should be able to run inside with the windows os windows os version different, and also should be in a manner that properly in the windows os run these different. Monitoring should be properly and carefully observe the codes used in the Enterprise Resource Planning business processes, so that the code in the Enterprise Resource Planning business process can be corresponded to the place that had been predetermined by the client desires Gringging Lombok

Fried Chicken. Optimization should really be checked again whether it has been very efficient at all in running the business process Enterprise Resource Planning, whether optimization is also in accordance with a request from the Gringging Lombok Fried Chicken's client. Performance data must pay attention to the performance of a database, such as the file size of the database was made very efficient at all, so in accordance with the client request Gringging Lombok Fried Chicken. Data independence should really consider about the database structure, so the structure of the database can be changed in accordance with the request of the Gringging Lombok Fried Chicken's client. Data integration should really be considered so that the database in the Enterprise Resource Planning business processes can synchronize with Enterprise Resource Planning program so that it can correspond with the wishes of the Gringging Lombok Fried Chicken's client. Centralization of data should be centralized or are able to work together and can also permuted between the forms that exist in the Enterprise Resource Planning business processes with datagridview and the crystal report. Data protection should be completely protected by the existing database in the Enterprise Resource Planning business processes by username and password, and the username and password that exist on the database in the Enterprise Resource Planning business process must be permuted in accordance with the wishes of the Gringging Lombok Fried Chicken's client. Supply chain program should be able to show its supply chain program in detail the supply chain from initial stock until the end of the stock, and the data in the program of the supply chain must be permuted, so as to comply with the request of the Gringging Lombok Fried Chicken's client. Customer information database program that should be able to view programs from existing customer database in detail starting from the code, name, address, city of residence to the customer, the customer data must also be filled out and permuted, so as to correspond to client requests that Gringging Lombok Fried Chicken. Marketing intelligence program should be able to show the Gringging Lombok Fried Chicken marketing intelligence program from the name and price of the product, so that it can meet the demand of the Gringging Lombok Fried Chicken's client. Data supplier report is to be Able to view reports on supplier data is Gringging Lombok Fried Chicken in detail, so that later can be in accordance with the request of the Gringging Lombok Fried Chicken's client. Product purchase transaction report must be able to view reports Gringging Lombok Fried Chicken purchase products from the start of the code, the name of the product to the sub total, and adapted to the client request Gringging Lombok Fried Chicken. Inventory report should be able to show in detail the report of raw materials ranging from codes of raw materials, raw material name, initial stock until the end of the stock, depending on the client request Gringging Lombok Fried Chicken. Product sale transaction should report to show sales transaction reports Gringging Lombok Fried Chicken products from the start of the product code, product name until the sub total product, so that eventually can meet the demand of the Gringging Lombok Fried Chicken's client.

### **External Validity**

According Sugiyono (2011: 276) shows the degree of accuracy or applicability of the results to a population where the sample was taken. The results of the study with regard to the reality can be applied or used in other situations.

### **Internal Validity**

The extension of observation, increased diligence in research, triangulation, discussions with colleagues, negative case analysis and membercheck. The extension of the observations were made to obtain valid data from a data source by increasing the intensity of the meetings and do research in reasonable condition and the right time. Increased diligence in research done by

rounding intention and maintain morale. Triangulation data is done by checking the truth of certain data from a variety of ways and for a variety of time. Membercheck done by checking data obtained by researchers to these data providers.

## **CONCLUSION**

After conducting research and analysis on the Feasibility Study Gringging Lombok Fried Chicken Business Development Based Enterprise Resource Planning, then a number of conclusions, which are as follows:

1. Based on the organizational aspects of the use of ERP business processes, which include design, modeling, execution, monitoring, optimization, it can be said that the conditions in the State of Indonesia, especially in the field of information technology support business Gringging Lombok Fried Chicken information technology based enterprise resource planning.
2. Based on the technological aspects of the use of database systems, using programs and there are also reports - reports that subsidiary, where the database systems include performance data, the data independency, the data integration, centralization of data, and data protection, where programs include the program supply chain, customer program database information, and program marketing intelligence, and where the report includes statements supplier data, reporting the purchase of products, reports raw materials, reports of sales transactions of products, reports customer data, so that the synchronization between database systems, programs and reports - reports that there is already good enough to be applied in the Enterprise Resource Planning (ERP) on the Gringging Lombok Fried Chicken, and Enterprise Resource Planning (ERP) on the Gringging Lombok Fried Chicken can be developed further.

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