

Community Partnership Program Through Business Forecasting Training for Salt Business Owners in Bangkala, Jeneponto District

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Abstrak. Community Service Partners are a group of salt business owners. Knowledge of business forecasting is still very limited for salt business owners. The purpose of this service is to motivate salt business owners to have the knowledge and skills to be able to do the right business forecasting as a support in developing their business. The implementation method uses a combination of lectures and practice. Participants consisted of salt business owners in Bangkala District, Jeneponto Regency. The activity implementation technique consists of three stages starting from the preparation stage, the implementation stage, and the activity evaluation stage. The results of the training show that salt business owners have difficulties in carrying out business forecasting techniques for their businesses because sales records from time to time are incomplete or even non-existent. After conducting the simulation, the participants can understand the basic sales forecasting of future sales forecasting. Furthermore, salt business owners can find out business forecasting correctly. Knowledge of business forecasting is expected to improve business performance and competitiveness. The limitation in this training is that the implementation method does not yet use mentoring techniques, so that knowledge about business forecasting is not maximally implemented in business activities.

Keywords: Forecasting, Salt Business Owners

SITUATION ANALYSIS

Business forecasting needs to be prepared to deal with future conditions that are full of uncertainties. Business forecasting is not needed if future conditions are full of certainty because everyone will be able to formulate the right steps in all their business activities (Suliyanto, 2008). For businesses, business forecasting serves as the basis for making policies and budgeting for all parts of the business (Munandar, 2012). Business forecasting generally starts from sales forecasting. Sales forecasting is used to describe the amount of production associated with the need for raw materials and labor. The magnitude of the need for raw materials and labor is used as a basis for forecasting capital requirements.

As is the case with the salt business in Bangkala District, Jeneponto Regency, they have to compete with imported salt. Capital constraints and market access are still the main obstacles, so that accurate business forecasting is needed to anticipate business competition in the future. Salt business owners are required to be more competent and professional in forecasting their business. Thus, it is deemed necessary to conduct business forecasting training as a provision in preparing for increasingly competitive competition.

The main objective of the training is to motivate salt business owners to have the

knowledge and skills to be able to make correct business forecasting as the main thing in developing their business related to sales volume, revenue, cost, profit target, and break even point (BEP).



Figure 1. Devotion Location

METHOD USED

This community service activity uses lecture, question and answer, practice, and discussion methods. This training activity is focused on business forecasting techniques.

IMPLEMENTATION AND RESULTS

A. Implementation

Implementation of business forecasting training begins with an understanding of future sales targets. Sales estimates use forecasting analysis to find out how many sales might occur in the future. Furthermore, business owners can also carry out a kind of anticipation and policy to create sales targets in accordance with forecasting analysis. The steps are:

1. Knowing the data sources in conducting forecasting analysis

Data sources that are truly accurate and reliable in forecasting consist of two sources, namely:

- a. Primary data, namely data sourced from interviews, discussions with related parties. To obtain this data can also be done by distributing questionnaires that contain questions that must be answered by the respondents.
- b. Secondary data, namely data sourced from written reports. Such as sales reports, financial reports, literature reviews, and the like, the nature of the report has been declared fit for use by related parties.

After seeing and assessing the existing situation, each subsequent stage carries out a detailed assessment program. The next stage is when the assessment program is

completed, data collection and various supporting information begins. Finally, once the data and information have been completely collected, forecasting can be done.

2. Marketing Environment and Decision Making

For a businessman, understanding the marketing environment is important, including the distribution of the marketing environment and its scope of activities. In general, there are two marketing environment, namely:

- a. The microenvironment is the forces that are close to the company such as customers, suppliers, competitors, new entrants, and society.
- b. The macro environment is the larger social forces that affect the micro environment such as demographic, economic, natural, technological, political and cultural forces.

Both of these environments are mutually influencing and supporting each other. This means that the formation of the microenvironment can also be influenced by the macroenvironment. So if the formation of the analysis is seen only from one perspective, it means that there is a lameness in analyzing a marketing environment, you may analyze it separately, but you must see it as a unified whole.

The effect of understanding the two forms of the environment is reflected in decision making. This means that decisions are made based on analyzes and assumptions from both sides of the micro and macro environment. Both of these environments form their respective behavior patterns.

The market environment will often change to find a form that is in accordance with the behavior of a community, society. Business people are invited to be able to understand this pattern well so that the decisions made have a high representative value to be implemented. In the business concept, the term "nothing is eternal in the world is known, because what is eternal is only change". So that those who can understand change will be able to excel and survive in a competitive market.

3. Understand the law of supply and demand

The law of demand states that when the price increases, the quantity supplied decreases. The law of supply states that if the price of a commodity rises, the quantity of the commodity offered will increase, provided that the other variables are constant.

The law of supply and demand applies in *ceteris paribus* contexts. This term is used to remind that all variables other than the variable being studied are assumed to be constant.

Market practices are often found in market conditions that are perfect markets, meaning that the law of demand and supply applies normally. Because it applies normally, it is possible for consumers and producers to see the law of demand and supply legally applicable in real terms. On that basis, business decisions must follow the applicable law. Indonesia is a country that always happens and forms perfect market conditions.

Changes in the movement from decreased demand to increased demand. In this up and down movement, it is strongly influenced by the quantity factor (amount) of goods available on the market, that is, when the number of goods available on the market, that is, when the number of goods available is abundant, prices automatically fall and vice

versa. For example, when salt production is abundant, the price of salt will decrease, assuming other factors are held constant.

On the other hand, a businessman also needs to understand external factors in product demand. Some of the company's external factors that can affect the development of product demand in general and for certain products are:

- National, regional and international economic development
- Population growth and their purchasing power.
- Increase in the number of target consumers.
- Technology changes
- Development of public infrastructure facilities
- The position of the product in the product life cycle
- Government regulations

4. Quantitative approach in forecasting analysis

In carrying out this forecasting analysis there are several models that can be used however, the simple linear regression time series analysis model is considered as a model that is commonly used or has a flexible value.

Results

The results of the implementation show that salt business owners have difficulties in carrying out business forecasting techniques for their businesses because the sales records from time to time are incomplete or even non-existent. Therefore, salt business owners need to have records of transactions that occur. Preparation of sales planning must be done carefully and correctly. The selection of a sales forecast model must be in accordance with the situation and business conditions in order to produce sales forecasts that are close to reality. After conducting the simulation, the participants can understand the basic sales forecasting of future sales forecasting. Furthermore, salt business owners can find out business forecasting correctly.

For example, to predict salt sales in a business using 16 data, namely in the form of sales data for February 2021 - May 2022 and will predict salt sales in June 2022. as seen in table 1:

Table 1. Salt Sales Data

No	Month	Salt Production (Kg)
1	February (2021)	25,100
2	March (2021)	24,800
3	April (2021)	25,200
4	May (2021)	24,750
5	June (2021)	23,600
6	July (2021)	25,100

7	August (2021)	24,900
8	September (2021)	24,900
9	October (2021)	25,200
10	November (2021)	25,100
11	December (2021)	24,980
12	January (2022)	24,850
13	February (2022)	23,900
14	March (2022)	23,000
15	April (2022)	23,000
16	May (2022)	23,000

The least square method uses a formulation by determining the coefficients a and b which can be found using the formula equations 2 and 3 as follows:

$$a = (\sum y) / n \quad (1)$$

$$b = (\sum y) / (\sum x^2) \quad (2)$$

Based on the above formula, salt sales data can be processed using the least square method, which can be seen in table 2.

Table 2. Calculation of Salt Sales

Month	Sale	X	XY	X ²
February	24,700	-15	-370,500	225
March	24,500	-13	-318,500	169
April	25,050	-11	-275,550	121
May	24,550	-9	-220,950	81
June	23,450	-7	-164,150	49
July	24,860	-5	-124,300	25
August	24,780	-3	-74,340	9
September	24,650	-1	-24,650	1
October	25,100	1	25,100	1
November	24,980	3	74,940	9
December	22,770	5	113,850	25

January	24,600	7	172,200	49
February	23,500	9	211,500	81
March	22,780	11	250,580	121
April	25,200	13	327,600	169
May	23,730	15	355,950	225
Total	389,200		-41,220	1,360

Trend line equation

From table 2 above, you can find the trend line, namely $Y = a + bx$

$a = (\sum y)/n$ $b = (\sum y)/(\sum x^i)$

Find the value of a and b

$a = (\sum y)/n = 389.200/1624,325$

$b = (\sum y)/(\sum x^i) = (-41.220)/1.360-30,30$

Then the trend line is:

$Y = 24.325 + (-30.30)$

Looking for forecast sales predictions for the month of June 2022

To find sales predictions for June, simply replace the value of x. Because the salt sales data is even, it is worth two units. In May, the value of x is 15, so for June the value of x is 17. So you can look for predictions for salt sales in June 2022, namely:

Forecast for June 2022

$Y = 24.325 + (-30.30) x$

$= 24.325 + (-30.30) 17$

$= 24.325 + (-515.1)$

$= 23,809.9 \text{ kg}$

From the results of the calculation of the least square method, it can be predicted that the amount of salt sales for June 2022 will be 23,809.1 Kg rounded up to 23,810 Kg.



Figure 2. Assistance Forecasting Product Sales

CONCLUSION

Forecasting business partners can only be done with the availability of data and information from notes from financial reports on business activities. The more complete the data and information that can be collected, the greater the ability to make accurate business forecasting techniques for the long term. Business forecasting can be created from existing data, information, and experience. Small business owners must have the courage to make tactical forecasts of the market conditions they face in order to be able to estimate profits and risks based on considered assumptions.

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