
Production Factors of Macaroni Borneo Snack Business in Banjarmasin City

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Abstract

The snack food business Macaroni Borneo in Banjarmasin City has grown quite rapidly amid the high public interest in local snacks. However, this growth cannot be separated from production-related issues, especially in managing production factors that determine business continuity and sustainability. This study focuses on analyzing production factors, including labor, capital, raw materials, and the role of entrepreneurship in the production activities of Macaroni Borneo. The purpose of this research is to understand how each production factor is managed and to what extent these factors influence production capacity and continuity. The method used is descriptive qualitative, with data collected through direct observation at the business location, interviews with the owner and workers, and supporting documentation. The results show that Macaroni Borneo's production is strongly influenced by the stability of raw materials, which still partly depend on suppliers from outside the region, limitations in labor at certain production stages, and capital management that is still carried out gradually. On the other hand, the owner's entrepreneurial role becomes a key factor in keeping production running through flavor innovation, adjustments in production capacity, and adaptive decision-making. These findings indicate that business success is not solely determined by the amount of capital, but by the ability to manage production factors effectively in response to market conditions.

Keywords: Production Factors, Labor, Capital, Raw Materials, Entrepreneurship, Macaroni Borneo.

Abstrak

Usaha makanan ringan Macaroni Borneo di Kota Banjarmasin berkembang cukup pesat di tengah tingginya minat masyarakat terhadap camilan lokal. Namun, pertumbuhan usaha ini tidak lepas dari persoalan produksi, terutama terkait pengelolaan faktor produksi yang menentukan kelancaran dan keberlanjutan usaha. Penelitian ini berfokus pada analisis faktor produksi yang meliputi tenaga kerja, modal, bahan baku, dan peran kewirausahaan dalam kegiatan produksi Macaroni Borneo. Tujuan penelitian ini adalah untuk mendeskripsikan bagaimana setiap faktor produksi dikelola serta sejauh mana faktor-faktor tersebut memengaruhi kapasitas dan kontinuitas produksi. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi langsung di lokasi usaha, wawancara dengan pemilik dan tenaga kerja, serta dokumentasi pendukung. Hasil penelitian menunjukkan bahwa produksi Macaroni Borneo sangat dipengaruhi oleh kestabilan bahan baku yang sebagian masih bergantung pada pasokan luar daerah, keterbatasan tenaga kerja pada tahap tertentu, serta pengelolaan modal yang masih bersifat bertahap. Di sisi lain, peran kewirausahaan pemilik menjadi faktor kunci dalam menjaga produksi tetap berjalan melalui inovasi rasa, penyesuaian kapasitas produksi, dan pengambilan keputusan yang adaptif. Temuan ini menunjukkan bahwa

keberhasilan usaha tidak hanya ditentukan oleh besarnya modal, tetapi oleh kemampuan mengelola faktor produksi secara efektif sesuai kondisi pasar.

Kata Kunci: *Faktor Produksi, Tenaga Kerja, Modal, Bahan Baku, Kewirausahaan, Macaroni Borneo.*

PRELIMINARY

The snack industry in Indonesia is experiencing rapid development in line with changes in people's lifestyles that are increasingly practical and dynamic. Snacks are part of daily activities because they are easy to consume, have a variety of flavors, and are available at relatively affordable prices. This condition makes the snack sector one of the business fields that has great opportunities, especially for micro and small business actors (Syamra, 2023). Changes in the consumption patterns of people who tend to consume snacks in between activities have also encouraged the increasing demand for snack products in various regions, including in the city of Banjarmasin (Putri et al., 2018).

The city of Banjarmasin is one of the areas that shows the growth of the local snack business. The emergence of various simple processed snack products indicates that this sector is growing in line with the increasing consumer interest in local products. One of the businesses that is growing is Macaroni Borneo, which is a snack business made from macaroni that has been operating since 2016. This product is able to attract the attention of consumers through a variety of flavors and packaging that is constantly updated, as well as a wider marketing reach to souvenir stores, convenience stores, and digital platforms (Razi & Rahmia, 2025). This condition shows that local snack businesses have great potential to grow if supported by proper production management (Barokah, 2025).

The development of the snack business is inseparable from various challenges, especially related to the production process. The success of a business is greatly influenced by the ability of business actors to manage production factors, such as labor, capital, raw materials, and entrepreneurship (Khairinal & Muazza, 2019). On a small business scale, limited capital is often an obstacle in the procurement of more modern production equipment (Annisa, 2025). In addition, dependence on raw materials from outside the region has the potential to cause problems in the form of supply delays and increases in the price of raw materials that can interfere with smooth production (Abbas, 2025).

Theoretically, efficiently managed production factors will increase business productivity and sustainability (Pebrianti et al., 2024). However, in practice, many small businesses still face limitations in the implementation of optimal production management. The workforce in the snack business generally still relies on simple skills and a division of labor that has not been well structured. Business capital sourced from personal funds is often not

managed professionally, so the capital turnover becomes less than optimal (Azzahra, 2021). This condition shows that there is a gap between the concept of ideal production factor management and the practices that occur in the field (Razi & Rahmia, 2025).

Borneo Macaroni as a local snack business in Banjarmasin City is an interesting object to study because it shows the dynamics of production development from a home scale to a more organized business. At the beginning of its establishment, the production process of Macaroni Borneo still used simple kitchen equipment and relied on manual labor. As market demand increased, the business began to use simple machines to increase production capacity without compromising product quality. These changes require adjustments in labor management, capital use, and control of raw materials so that production continues to run efficiently (Subiyakto & Rahmia, 2025).

Analysis of production factors is important because production is the core of the sustainability of a business. Without good management of production factors, the snack business has the potential to experience a decrease in quality, production delays, and difficulty meeting market demand. Labor plays a role in tool operation, packaging, and product quality control (Indriani, 2016). Capital functions as the main support in the procurement of raw materials and production equipment (Ali et al., 2025). Raw materials determine the taste and quality of the product, so its availability and quality must be maintained consistently (Permana & Handiman, 2025). In addition, the role of entrepreneurship is an important factor in creating product innovation, decision-making, and adaptability to market changes (Supriyanto et al., 2025).

Previous studies have tended to address aspects of production or distribution separately. The research of Dhimas et al. (2024) focuses on the analysis of the production costs of MSMEs, while Jaya et al. (2024) focus more on the distribution channels of snack products. In fact, in small business practice, the factors of production and distribution are interrelated and cannot be separated. Therefore, a study is needed that specifically highlights the production factors of the local snack business in order to provide a comprehensive picture of how the business is able to survive and develop in the midst of market competition. Based on this description, this study focuses on the production factors of Borneo Macaroni snacks in Banjarmasin City, including labor, capital, raw materials, and the role of entrepreneurship in production activities. This study is expected to make an academic contribution to the development of economics and entrepreneurship, as well as become a practical reference for MSME actors in increasing the effectiveness and sustainability of local snack businesses.

METHOD

This study uses a qualitative descriptive method with direct implementation at the Borneo Macaroni production house , Banjarmasin City. The research subjects were 7 people, consisting of 1 business owner, 2 production workers, 2 packaging workers, 1 distribution worker, and 1 consumer as supporting informants. Data collection in the field was carried out by means of in-depth face-to-face interviews using structured interview guidelines tailored to production factor indicators, where business owners were interviewed about capital management, raw materials, and entrepreneurial roles, while workers were interviewed about the division of labor, working hours, and production processes. In addition, the researcher conducted direct observation by observing the entire series of production processes, starting from raw material processing, frying, seasoning, to product packaging, and recording the use of tools and labor involvement at each stage. Documentation techniques are carried out by taking photos of production activities, equipment, and product results, as well as collecting relevant supporting archives. All of these techniques are carried out in an integrated manner so that the data obtained truly reflects the real conditions of production factor management in the Borneo Macaroni snack business.

RESULTS AND DISCUSSION

Borneo Macaroni Snack Business Profile

The Borneo Macaroni snack business is a local micro business in Banjarmasin City that has been producing macaroni-based snacks since 2016. This business is managed independently by utilizing local resources. At first, production was carried out simply using household appliances on a limited scale, then developed along with increasing market demand, characterized by an increase in production volume, the use of more adequate equipment, and the ownership of one's own production house.

The main product produced is fried macaroni with various flavor variants that are tailored to consumer tastes. The advantages of Macaroni Borneo products lie in the consistency of taste, crispy texture, and packaging innovations that are constantly updated to make them more attractive and competitive in the market. The innovation is part of a business strategy to maintain consumer interest amid increasingly fierce competition in the snack business.

The business profile of Macaroni Borneo shows the characteristics of a micro-scale snack business that is able to survive and develop through adaptive production factor management, the use of local labor, and the entrepreneurial role of business owners in

innovating and making decisions. This condition makes Borneo Macaroni a relevant object to be studied in the analysis of the production factors of the snack business in Banjarmasin City.

Production Factors of Borneo Macaroni Snacks

Production has several factors that support carrying out these activities. Production factors are various resources that are used in producing goods and services in an economic activity. The factors in production are divided into 4, including; Labor, Capital, Materials, and Entrepreneurship (Khairinal & Muazza, 2019).

1. Workforce

Labor is an important production factor in the production process of Macaroni Borneo snacks in Banjarmasin City. The workforce involved in this business is 6 employees, consisting of 2 production workers, 2 packaging workers, and 1 distribution worker, with the business owner playing a direct role in coordinating and assisting the production process. All of these workers are directly involved in frying activities, mixing spices, packaging, and distributing products.

The division of labor is carried out based on production stages to maintain the smooth process and product quality. However, the relatively limited number of workers causes some workers to have to concurrently work on multiple tasks, especially as production volumes increase. This condition reflects the characteristics of micro businesses that manage production factors efficiently by maximizing the role of available labor.

This finding is in line with the theory that labor is a production factor that plays a role in processing inputs into outputs that have a use value and selling value (Assauri, 2008). The workforce relies not only on physical manpower, but also on skill and precision, especially at the product packaging stage (Vanesza, 2024). In addition, the workforce is included in the productive age and works in the informal sector (Indriani, 2016).

Labor as a production factor in the Macaroni Borneo snack business has functioned effectively in supporting the production process. Although the number is limited, the workforce is able to maintain the smooth and quality of production. However, increasing production capacity in the future requires managing and adding workers so that business continuity can be maintained.

2. Capital

Capital is a supporting production factor in the Borneo Macaroni snack business. The results of the study show that this business began with an initial capital of IDR 3,000,000 which was sourced from the owner's personal funds. The capital is used to buy main raw materials such as macaroni, oil, and spices, the provision of simple packaging, and the payment of labor

wages. As the business progresses, production capital is then obtained from the sales that are rolled back, without involving external loans.

Field findings show that the size of capital is not the main determinant of business success, but rather the ability of the owner to manage and allocate capital efficiently. Owners prioritize the main production needs and set aside reserve funds so that production can continue despite the increase in raw material prices. This result is in line with the theory that capital is a means to facilitate the production process, but the sustainability of the business is more determined by the effectiveness of its management (Ali et al., 2025; Azzahra et al., 2021). With careful capital management, Macaroni Borneo is able to maintain production and develop independently even though it is run on a small business scale.

3. Raw Materials

The sustainability of the production process of Macaroni Borneo snacks is largely determined by the availability and quality of the raw materials used. Based on the results of research in the field, the raw materials used in production consist of main raw materials and supporting raw materials. The main raw materials include raw macaroni as the basic ingredient of the product, cooking oil for the processing process, and various flavored seasonings that function as flavor determinants. Meanwhile, supporting raw materials include plastic packaging, product labels, and packaging adhesives that play a role in maintaining the quality and appearance of the final product.

Raw macaroni and seasoning raw materials are obtained from suppliers outside the city of Banjarmasin, especially from large-scale foodstuffs distributors. The selection of such suppliers is based on considerations of consistent quality of materials as well as the availability of large quantities of stock. Cooking oil and supporting materials such as packaging are generally purchased from local grocery stores in Banjarmasin to facilitate procurement and reduce operational costs.

Dependence on raw materials from outside the region is one of the conditions that affect the production process of Borneo Macaroni. At certain times, supply delays or increases in raw material prices can have an impact on the adjustment of production amounts. However, business owners get around this condition by planning to purchase raw materials and storing enough stock so that production activities can continue. This strategy shows that there are efforts to manage raw materials efficiently even though the business is still on a household scale.

This finding is in line with the theory that raw materials are the main components in the production process because they have a direct effect on the quality and quantity of output

produced (Mulyadi, 2021). In addition, good raw materials will produce a final product that has a higher selling value and is able to maintain consumer confidence (Irawan et al., 2024). The use of raw materials in the quality of Macaroni Borneo has been proven to support the consistency of taste and competitiveness of products in the local market.

The raw material factor in the Borneo Macaroni business not only plays a role as a production input, but also determines business stability. The availability of raw materials, sources of procurement, and the way they are managed are interrelated in maintaining the smooth production and sustainability of this snack business.

4. Entrepreneurship

The entrepreneurial factor has a strategic role in driving and integrating all production factors in the Borneo Macaroni snack business in Banjarmasin City. In the field, business owners not only act as capital owners, but also as key decision-makers who direct production, determine product development strategies, and adjust their business to market dynamics. This role is evident in the owner's ability to read opportunities, manage risks, and maintain business sustainability since its inception in 2016 until now.

The most prominent form of entrepreneurship can be seen from product and process innovation that is carried out in stages. Business owners make real innovations in the form of developing flavor variations that adapt to the tastes of local consumers, such as tiered spicy flavors and typical spice variants, so that products are not monotonous. In addition, packaging innovation is also carried out by replacing the old packaging design with a more modern one, using thick plastic and sealer machines so that the product is more durable and suitable for marketing to minimarkets and souvenir shops. This innovation not only increases the selling value, but also expands the product distribution channel.

The owner's entrepreneurship is reflected in the decision to invest in more efficient production equipment. Production that initially relied on simple kitchen utensils later developed into a production house with a more structured division of labor. This decision demonstrates the ability of entrepreneurs to combine capital, labor, and simple technology to increase production capacity without sacrificing product quality. This finding is in line with the theory of entrepreneurship which states that entrepreneurs play a key driver who effectively coordinates production factors to create added value (Budiono, 2018; Sunarso, 2020).

In addition to product and process innovation, the adaptive attitude of business owners is also an important part of the entrepreneurial factor. The owner of Macaroni Borneo adjusted his marketing and distribution strategy by utilizing social media and marketplaces in response to changes in consumer behavior. This step shows the ability of entrepreneurs to seize new

opportunities in the midst of increasingly fierce competition in the snack business. Theoretically, this condition strengthens the view that entrepreneurship is not just an activity of opening a business, but is a dynamic process that requires creativity, innovation, and the courage to make decisions in the face of uncertainty (Supriyanto et al., 2025).

Entrepreneurship in the Borneo Macaroni business functions as a controlling production factor that unites labor, capital, and raw materials in one adaptive production system. Taste innovation, packaging updates, more efficient use of production equipment, and the use of digital marketing are concrete evidence that the role of entrepreneurship contributes directly to the sustainability and development of the Borneo Macaroni snack business in Banjarmasin City.

Produk utama yang dihasilkan adalah makaroni goreng dengan berbagai varian rasa yang disesuaikan dengan selera konsumen. Keunggulan produk *Macaroni Borneo* terletak pada konsistensi rasa, tekstur yang renyah, serta inovasi kemasan yang terus diperbarui agar lebih menarik dan kompetitif di pasaran. Inovasi tersebut menjadi bagian dari strategi usaha untuk mempertahankan minat konsumen di tengah persaingan usaha makanan ringan yang semakin ketat.

Profil usaha *Macaroni Borneo* menunjukkan karakteristik usaha makanan ringan skala mikro yang mampu bertahan dan berkembang melalui pengelolaan faktor produksi yang adaptif, pemanfaatan tenaga kerja lokal, serta peran kewirausahaan pemilik usaha dalam melakukan inovasi dan pengambilan keputusan. Kondisi ini menjadikan *Macaroni Borneo* sebagai objek yang relevan untuk dikaji dalam analisis faktor produksi usaha makanan ringan di Kota Banjarmasin.

CONCLUSION

The production factor in the Macaroni Borneo snack business in Banjarmasin City shows that the production process is taking place effectively, despite challenges such as dependence on raw materials from outside the region, limited labor that triggers the dual role of employees, and gradual capital management from personal funds and sales without external loans. A total of six workers plus business owners managed to maintain smooth operations from frying to packaging through the division of tasks based on production stages, while key raw materials such as raw macaroni, cooking oil, and spices were taken from reliable suppliers with a backup stock strategy to anticipate supply fluctuations. Owner's entrepreneurship plays an important role as an integrator of these factors, through innovation in flavor variations, modern packaging updates, more efficient equipment procurement, and digital marketing

adaptation, thus supporting sustainable business growth since 2016 without completely relying on large capital scales.

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