

Mandau Syrup Production Factors in Kelayan A Banjarmasin

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Abstrak

Sirup Mandau merupakan produk minuman tradisional khas Banjarmasin yang hingga saat ini masih diproduksi secara turun-temurun di Kelayan A. Keberadaan usaha ini menarik untuk dikaji karena mampu mempertahankan eksistensinya di tengah pesatnya perkembangan industri minuman modern yang didominasi oleh produk pabrikan. Permasalahan penelitian ini berfokus pada bagaimana faktor produksi dimanfaatkan dalam usaha Sirup Mandau di Kelayan A Banjarmasin. Penelitian ini bertujuan untuk menganalisis peran faktor produksi yang meliputi bahan baku, tenaga kerja, modal, dan kewirausahaan dalam kegiatan produksi sirup Mandau. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui observasi langsung, wawancara mendalam dengan pemilik dan tenaga kerja, serta dokumentasi. Hasil penelitian menunjukkan bahwa produksi sirup Mandau ditopang oleh bahan baku yang mudah diperoleh seperti gula, pewarna makanan dan aroma yang didapat dari pasar tradisional, tenaga kerja yang mengandalkan pengalaman kerja berjumlah empat orang, modal usaha dari dana pribadi sebesar tiga puluh juta rupiah tanpa bantuan dari pihak lain, serta peran kewirausahaan yang lebih menekankan pada konsistensi kualitas produk. Temuan ini menunjukkan bahwa pengelolaan faktor produksi secara sederhana tetap efektif dalam menjaga keberlanjutan usaha secara turun temurun.

Kata kunci : Faktor produksi, bahan baku, tenaga kerja, modal, kewirausahaan.

Abstract

Mandau Syrup is a traditional beverage product unique to Banjarmasin that is still produced today using traditional methods in Kelayan A. This business is interesting to study because it has managed to maintain its existence amid the rapid development of the modern beverage industry, which is dominated by manufactured products. This study focuses on how production factors are utilized in the Mandau Syrup business in Kelayan A, Banjarmasin. This study aims to analyze the role of production factors, including raw materials, labor, capital, and entrepreneurship in the production of Mandau syrup. The research method used is descriptive qualitative with data collection techniques through direct observation, in-depth interviews with owners and workers, and documentation. The results show that Mandau syrup production is supported by easily obtainable raw materials such as sugar, food coloring, and flavorings from traditional markets; a workforce of four people relying on work experience; business capital of thirty million rupiah from personal funds without assistance from other parties; and entrepreneurship that emphasizes product quality consistency. These findings indicate that simple

management of production factors remains effective in maintaining the sustainability of a business from generation to generation.

Keywords: Production factors, raw materials, labor, capital, entrepreneurship.

PRELIMINARY

The traditional beverage business is an important part of the economic activities of local communities which are not only oriented towards meeting consumption needs, but also play a role in maintaining the sustainability of regional culture and identity. In the midst of the rapid development of the modern food and beverage industry, traditional beverage products face great challenges in the form of competition with mass-produced manufacturers, modern technology, and extensive distribution networks. This condition requires traditional business actors to be able to manage production factors effectively so that they remain sustainable and sustainable (Sari et al., 2021).

Mandau syrup is one of the traditional drink products typical of Banjarmasin that has been produced for generations in Kelayan A. The uniqueness of this syrup lies in the taste, aroma, and production process which is still carried out simply and maintains family heritage recipes. Even though it is produced with relatively limited technology, Mandau Syrup has been able to survive decades ago and still has loyal consumers. This phenomenon shows that business continuity is not always determined by the level of production modernization, but also by how business actors manage their production factors optimally.

Production activities are highly dependent on production factors which include raw materials, labor, capital, and entrepreneurship. These factors are interrelated and determine the smoothness and results of the production process (Boari et al., 2023). Quality raw materials will affect the quality of the final product, labor plays a role in processing materials into use-value products, capital is used to support business operations, while entrepreneurship plays a role in decision-making and management of all these production factors (Ryan, 2020). However, in traditional business practices, the utilization of factors of production is often not entirely in line with modern economic theory.

Based on field conditions, Sirup Mandau's business in Kelayan A still relies on simple raw materials that are easy to obtain, experience-based labor without formal training, and limited business capital. From the entrepreneurial side, business owners emphasize more on consistency of product quality than innovation in processes and marketing. This shows the gap between production theory that emphasizes efficiency and innovation and traditional production practices that prioritize business stability and sustainability (Larasati & Siregar, 2023).

Nevertheless, the success of Mandau Syrup in maintaining its existence shows that simple management of production factors is not always a weakness. On the contrary, this simplicity is actually a strength because it is able to maintain product quality and consumer trust. Previous research has also shown that traditional beverage businesses can survive in the long term even though innovation is relatively low, as long as business actors are able to manage production factors consistently and in accordance with the character of the local market (Sayyid, 2025).

Based on this description, a study of production factors in the Mandau Syrup business is important to be carried out. The analysis of production factors not only provides an overview of how traditional businesses are managed, but also provides an understanding of the survival strategies of MSMEs based on local wisdom in the midst of modern industrial competition. Therefore, this study focuses on the analysis of the production factors of Mandau Syrup in Kelayan A Banjarmasin as an effort to understand the role of raw materials, labor, capital, and entrepreneurship in maintaining the sustainability of traditional businesses (Budi & Razuni, 2025).

METHODS

This study uses a descriptive qualitative approach to understand the production factors in the Mandau Syrup business in Kelayan A, Banjarmasin. This approach was chosen because it is able to explore field conditions in depth and contextually in accordance with the characteristics of traditional businesses. Data was obtained through direct observation of the production process, in-depth interviews with business owners and workers, and documentation related to production activities. The selection of informants is carried out purposively by considering direct involvement in production activities. The collected data was analyzed through the stages of data reduction, data presentation, and conclusion drawing to obtain a systematic picture of the role of raw materials, labor, capital, and entrepreneurship in Mandau Syrup production activities.

RESULTS AND DISCUSSION

Production Factors of Mandau Syrup in Kelayan A Banjarmasin

The production factor is the main resource used in production activities to produce goods or services. In business activities, the management of production factors is an important aspect because it determines the smooth production process and the quality of the results produced. In general, production factors include raw materials, labor, capital, and entrepreneurship which are interrelated in supporting production activities. Based on the results of observations, interviews, and documentation at the Cap Mandau Rose Syrup business located in Kelayan A,

these four production factors play an important role in supporting the sustainability of the syrup production process, so they need to be discussed in more detail as follows.

1. Workforce

Labor in production activities is understood as the main actor who carries out the process of processing inputs into outputs with economic value. Labor includes aspects of workability, perseverance, and experience that individuals have in supporting the success of the production process (Muspawi & Lestari, 2020). In traditional and small-scale businesses, the workforce is generally not required to have formal qualifications, but rather relies more on skills acquired through hands-on practice and repetitive learning (Anisah, 2025).

The results of the study show that the Cap Mandau Rose Syrup business in Kelayan A utilizes workers who come from the immediate neighborhood of the business owner. Labor involvement is simple with a limited number and does not have a rigid division of labor. Workers are involved in several stages of production at once, such as material processing, cooking, and packaging. This work pattern is formed naturally based on habits and experiences that have lasted for a long time (Ilhami dkk., 2025).

This condition reflects the characteristics of the workforce in traditional businesses, where work experience has a dominant role compared to formal education. These findings are in line with production theory which states that in micro-enterprises, the effectiveness of the workforce is determined more by practical mastery of the work process than by upskilling through formal training (Muspawi & Lestari, 2020). Thus, the use of experience-based labor is still able to support the continuity of Mandau Syrup production consistently.

2. Raw Materials

Raw materials are one of the main production factors that function as basic inputs in the production process to produce finished goods. The quality, availability, and continuity of raw materials greatly determine the quality of output and the sustainability of a business (Boari et al., 2023). In the context of small and traditional businesses, raw materials are often managed simply, but still have a strategic role in maintaining product consistency.

The main raw materials used in the production of Cap Mandau Rose Syrup in Kelayan A include sugar, water, and flavoring ingredients obtained from local suppliers. These raw materials are relatively easy to obtain and available sustainably, so they do not become obstacles in the production process. Business owners tend to maintain the same type and quality of raw materials from time to time to maintain the distinctive taste of Mandau syrup that is already known to consumers. These findings show that the selection of raw materials is not

solely based on cost considerations, but also on efforts to maintain product quality (Ilham dkk., 2025).

The quality of raw materials has a direct effect on the quality of the output produced (Boari et al., 2023). In addition, traditional beverage businesses tend to prioritize the stability of raw materials over ingredient innovation to maintain consumer loyalty (Muspawi & Lestari, 2020). Thus, the management of raw materials in the Mandau Syrup business shows the compatibility between production practices in the field and the theory of production economics, especially in maintaining the quality and sustainability of traditional businesses.

3. Capital

Capital is an important factor in production activities because it functions as an initial driver and support for business sustainability. Capital is not only understood as a certain amount of funds, but also includes tools, facilities, and financial capabilities that allow the production process to run repeatedly and planned (Sukirno, 2019). The existence of capital determines the extent to which business actors are able to meet production needs and maintain the stability of their business activities.

The Cap Mandau Rose Syrup business in Kelayan A, in the business capital part is sourced from the owner's personal funds without financing support from formal financial institutions. The capital is allocated for basic needs such as the purchase of raw materials, production equipment, and daily operational costs. The scale of capital used is relatively small so that production capacity is adjusted to the available financial capabilities.

The production equipment used in this business is still simple and most of it is used repeatedly over a long period of time. There is no capital investment in the form of modern technology or large-scale production machines. This condition shows that the orientation of capital use is more directed towards fulfilling basic production needs rather than efforts to increase efficiency through equipment modernization.

Despite having limited capital, the production process of Mandau Syrup can still take place consistently. This is due to a prudent capital management pattern, where business owners avoid the risk of losses by limiting expenses and adjusting production volumes to market demand. This strategy reflects the characteristics of traditional businesses that place more emphasis on long-term business stability.

These findings are in line with the micro business theory which states that limited capital is not always the main obstacle as long as business actors are able to manage capital efficiently and rationally (Adriani & Trimio, 2020). Thus, the limited capital in the Cap Mandau Rose

Syrup business does not hinder the sustainability of production, but rather forms a simple, controlled, and sustainability-oriented business pattern.

4. Entrepreneurship

Entrepreneurship is a production factor that plays a role in coordinating and directing all resources so that the production process can run effectively. Entrepreneurship is understood as the ability of individuals to make decisions, manage risks, and determine business strategies that are in accordance with market conditions (Utomo et al., 2021). The role of entrepreneurship is important especially in small and traditional businesses, where business decisions are highly dependent on the owner as the main manager.

The Cap Mandau Rose Syrup business in Kelayan A, in its entrepreneurial role, is completely in the hands of the business owner. The owner is responsible for production decision-making, raw material procurement, capital management, and determining the amount of production. The business management pattern is carried out independently without involving a formal management structure, so the decision-making process tends to be simple and experience-based.

Entrepreneurship in this business emphasizes more on efforts to maintain business sustainability than development or expansion. Business owners choose to maintain a production pattern that has been running for a long time because they are considered able to maintain product quality and consumer trust. Innovation in the form of product development or marketing has not yet become a top priority in business strategy (Triyono dkk., 2025).

The entrepreneurial approach applied shows a tendency to avoid large business risks. Owners are more cautious in making decisions that have the potential to cause losses, such as large capital additions or changes in the production process. This attitude reflects the character of traditional entrepreneurship that prioritizes long-term business stability.

These findings are in line with the entrepreneurial view of micro and traditional businesses, where the main orientation is not always on innovation and rapid growth, but on the ability to sustain the business sustainably (Utomo et al., 2021). Thus, the role of entrepreneurship in the Syrup Mawar Cap Mandau business functions more as a controller and keeper of the balance of production factors so that the business continues to survive in the midst of competition in the modern beverage industry (Amaliah dkk., 2025).

CONCLUSION

The production factor in the Mandau Syrup business in Kelayan A Banjarmasin, it can be concluded that the sustainability of this business is supported by the management of production

factors that are simple but effective. Local raw materials that are easy to obtain are the main basis for maintaining quality and continuity of production. The workforce relies on work experience and direct involvement in all stages of production, so the production process can run consistently even without formal training. In terms of capital, limited funds and equipment are not the main obstacle because business owners are able to adjust the scale of production to the available capital capability. Meanwhile, the role of entrepreneurship is reflected in the ability of business owners to coordinate all production factors and make decisions oriented towards business stability. Overall, the findings of the study show that the proper management of production factors and in accordance with the characteristics of traditional businesses is able to maintain the sustainability of Mandau Syrup in the midst of competition in the modern beverage industry.

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