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Digital Platforms and the Financial Feasibility of Halal Frozen Food Marketing: A Feasibility Assessment

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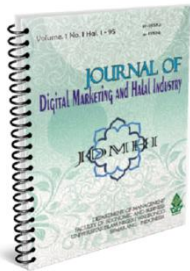
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ABSTRACT

The Indonesian government issued a national policy of large-scale social restrictions in 2020 to 2021. At the same time, there was an increase in internet users in Indonesia which led to an increase in the use of the Tiktok mobile application. Both incidents made halal frozen food producers in Bogor market their products using mobile applications. Until now, there has been no research that calculates the financial feasibility of marketing halal frozen food using mobile applications. This study aims to determine the financial feasibility of marketing halal frozen food produced by PT XYZ using the TikTok mobile application. The financial feasibility analysis in this study uses a quantitative method by calculating income and assessing investment feasibility based on cash flow in the form of an R/C ratio. Researchers conducted observations and interviews as data collection techniques. The research location and respondents were selected purposively. The types of research data used are primary data and secondary data. Based on the results of the study, the net profit received by the company increased by IDR 118,714,448 with an R/C ratio of 2.52, meaning that every cost incurred of IDR 1 will get an income of IDR 2.52. From the explanation above, the results of this study prove that marketing of halal frozen food at PT XYZ Bogor using mobile applications is feasible and profitable. The implication of this study is to recommend halal frozen food producers in countries with increasing internet usage trends to market using mobile applications in order to obtain maximum profit.

Introduction

Information and communication technology

in Indonesia is overgrowing. One of the reasons is the increase of the internet role in the country. The 2021 Indonesian Internet Service Providers Association (APJII) survey

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stated that internet users in Indonesia rose by 56.4% compared to the previous year. During that time, the number of internet users was 202.6 million (73.7%), and active social media users were 170 million (61.8%) of the total population in Indonesia (Hootsuite & WeAre Social 2021). Entrepreneurs must utilize the expansion of internet users to increase their income through digital marketing (Mubarak & Imam, 2020).

Digital marketing is a marketing activity, including branding, that uses a website, blog, or social media. Social media is used by the community in carrying out many activities ranging from entertainment to business and looking for info or other activities (Indika & Jovita 2017). Digital marketing can be done through social media, websites, blogs, and email (Hendarsyah 2020). Gumilang's research (2019) shows that consumer sales increase occurs after entrepreneurs sell using social media. Social media is a potential place to expand the marketing of goods and services.

Social media applications like Instagram, Twitter, websites, and TikTok are used to expand marketing. According to Bulele (2020), the social media application TikTok in Indonesia is widely used by the public for creativity and for doing business. This application by Zhang Yiming from China was officially launched in September 2016. TikTok is a social media platform or application that shares short videos between users (Su et al., 2020).

During the first quarter (Q1) 2018, TikTok became the most downloaded social media and mobile application by 45.8 million times, beating the numbers of other social media applications downloads, such as Instagram, YouTube, WhatsApp, and Facebook Messenger (Wijaya & Mashud 2021).

Afterward the next two years of launching, the TikTok application has become a new trend and culture for the people of Indonesia (Hasiholan 2020). The TikTok app is in the top 10 of the most popular free apps on the Google Play Store worldwide, including China, Korea, and Indonesia (Damayanti & Gemiharto 2019). The app added 12 million US users in March 2020 and 52.2 million globally (Ramadhan et al., 2020). The TikTok application downloads have skyrocketed during the Covid-19 pandemic (Leskin 2020).

According to Sensor Tower data, the most TikTok download users are in Indonesia, charting 11% of the world's total downloads. Then followed by Brazilian users with a total download of 9%. This data shows that TikTok is now a social media platform or mobile application that has the power to attract the attention of its consumers.

The increasing number of internet users in Indonesia has an impact on the increase in TikTok application users in Indonesia. This has made companies in Indonesia try to optimize the use of the TikTok platform as a means of marketing their products. One of them is PT XYZ in Bogor, West Java, Indonesia. Currently, there are halal and non-halal frozen foods circulating in the market. PT XYZ is a company that provides halal frozen food products. This company has tried to optimize TikTok as a marketing platform that offers exciting content, allowing users to learn more about PT XYZ's frozen food products. PT XYZ was established in July 2015. PT XYZ has a workforce of 22 people. Production activities are carried out every Monday to Saturday starting at 07.00 to 16.00.

Frozen food, commonly known as freezing food, is a modern grocery lifestyle in today's society (Rahardjo, 2016; Yunitasari et al.,

2014). Frozen food's benefits are a long time to be stored and a food reserve that can endure cold conditions. (Putri et al., 2021). There are many categories of frozen food in the market. Frozen food conditions usually experience freezing. It is because all the water content in packaged or unpackaged products is frozen (Atik 2021).

Based on the description mentioned above, the formulation of the problem in this study is how to assess the financial feasibility and optimize halal frozen food marketing using the TikTok application by PT XYZ in Bogor. This research was conducted to determine the financial feasibility of halal frozen food by digital marketing business using the TikTok application by PT XYZ Bogor. This research aims to be a lesson learned for the business actors practicing marketing using the TikTok application. Research on financial feasibility studies has been carried out using analysis tools NPV, IRR, Net B/C Ratio, Gross B/C ratio, payback period, and R/C ratio based on cash flow (Pahlevi et al., 2014; Ikhwan et al., 2019; Hammad & Tinaprilla 2020; Permatasari & Nugroho 2021).

A literature review on consumer-focused marketing strategies highlights key marketing factors, including consumer behavior, marketing strategies, integrated marketing communications, and the added value of halal food products (González-Mansilla et al., 2019; Englund et al., 2020; Nayeem et al., 2020; Joko & Hurriyati, 2020) however, the findings are still confusing. This may be influenced by the field of study and differences in consumer behavior spatially in the halal food market (Sthapit et al., 2023).

Previous findings indicate that brand equity is the value perceived by consumers from the added value offered by a halal food business.

This can be observed through consumer feelings and actions towards the product, which ultimately leads to brand loyalty (Kotler & Keller, 2016). Previous studies have shown that several researchers have examined factors that influence brand equity perceptions (Klaysung et al., 2018). For example, consumer behavior directly affects added value (Kim et al., 2019) and directly and indirectly affects brand equity (Satvati et al., 2016; Sehar et al., 2019). In addition, halal marketing strategies and integrated marketing communications directly affect added value (Subramaniam & Khan, 2019) and directly and indirectly affect brand equity (Grubor et al., 2017; Kim & Lee, 2020).

This study contributes to answering the gap in previous research, no researcher has conducted research to determine the financial feasibility of marketing halal frozen food through the Tiktok mobile application. This is what is novelty in this research article.

Literature Review

Financial Feasibility Analysis

Financial feasibility analysis is carried out by calculating financial criteria, such as investment capital, gross profit, net profit, the period for return on investment, and the break-even point (Gandhi et al., 2022). Business feasibility analysis based on financial aspects does not pay attention to other factors from the surrounding environment (Varalakshmi, 2016). Financial feasibility is carried out to assess whether this business is feasible or not to run (Kasmir and Jakfar, 2014). Some of the criteria used in evaluating the financial feasibility of a business are Net Present Value (NPV), Benefit Cost Ratio (B/C Ratio), Internal Rate of Return (IRR), and

Payback Period (PP) (Puspitasari & Dwiastuti, 2018).

Frozen Food

Frozen food is a type of food that is part of today's lifestyle (Rahardjo, 2016; Yunitasari et al., 2014). The trend of increasing frozen food consumption occurred during the Covid-19 pandemic. The results of a survey in the city of Phoenix, the state of Arizona, United States of America, the consumption of fresh food ingredients during the Covid-19 pandemic tended to decrease by 3.8%, while the consumption of frozen food products increased by 4.9% (Henarides, 2020). Based on sales data from Boxes, the largest e-commerce platform in Taiwan, sales increased by 5.7% during the pandemic, with demand for foodstuffs such as whole grains, fruit and vegetables, and frozen food products increasing the highest (Chang, 2020). the Covid-19 pandemic, people are starting to adapt and consume frozen food with various variants (Isoni & Rudianto, 2022).

The advantages of frozen food are foods that can last a long time to be stored. *Frozen food* is a food reserve that can survive cold conditions (Putri et al., 2021). The most crucial point for frozen food is freezing, ensuring the freezing temperature is reached perfectly (Sula, 2021). Based on the freezing process, frozen food is divided into mechanical freezing and cryogenic freezing. Frozen food products include nuggets, meatballs, sausages, and bento variants such as mikado, mini keen, chicken katsu, and dim sum. Increasing consumer demand for frozen food impacts the increasing demand for chicken and beef (Anggraeni, Wijarnako, & Ningtyas, 2014).

TikTok App.

The TikTok app is a Chinese social network

and music video platform launched in September 2016. This music-enabled short video creation app is very popular with many people, including adults and minors. TikTok is an audio-visual-based application in the form of music videos. The Tik Tok application and social network originate from China and are made by ByteDance, the most downloaded application globally. The Tik Tok application provides a service that allows users to create short videos accompanied by songs, create a lipsync video and then upload it. Also, users can use this application. At least there are several benefits of Tik Tok, first as a medium for displaying unique and specific user creativity showcases from professional social media creators and ordinary people. Second, Tik Tok is a social media for talent scouts and creators or creators. Third, as a place to seek popularity.

Halal Marketing

Marketing studies confirm that religious beliefs and practices have a significant impact on consumer behavior, such as fasting on food purchasing and consumption patterns, personal hygiene practices related to the purchase of certain products and cosmetics, adherence to women's dress styles, roles, and activities, and influence on housing choices, lifestyles, and entertainment (Bailey & Sood, 1993; Hati et al., 2021; Czinkota & Ronkainen, 2012).

Halal marketing is a marketing strategy that recognizes the influence of the Islamic religion on consumer choices and follows Islamic principles, laws, and guidelines in strategic marketing decisions to design, communicate, and deliver products and services to Muslim customers globally (Islam & Chandrasekaran, 2013). The importance of halal food extends beyond the Muslim community. With the

increasing global Muslim population, the demand for halal products is increasing, becoming an important aspect of the food industry worldwide. Many countries require halal food certification for exports to Muslim-majority countries, making it an important aspect of international trade (Perdana et al., 2018; Mohd Nawawi et al., 2020; Sthapit et al., 2023).

Consumer behavior

Understanding consumer behavior is critical for businesses, especially in niche markets such as halal food. Research shows that religious beliefs, cultural values, and ethical considerations are key drivers of consumer behavior in the halal food market (Bonne & Verbeke, 2008). Muslim consumers prioritize halal certification and compliance with Islamic law when making purchasing decisions (Alserhan, 2010; Talib et al., 2018). In addition, non-Muslim consumers are becoming increasingly aware of and interested in halal food products. This is related to factors such as health consciousness, concerns about food safety, and ethical considerations (Wilson & Liu, 2010; Sthapit et al., 2023). Muslim consumer behavior presents valuable opportunities for halal food marketers to serve diverse consumers and expand their target market.

Method, Data, and Analysis

The location of the research is PT XYZ which is in Bukit Panorama Blok M No. 9, Bogor City, West Java Province, Indonesia. The research is from February 1, 2021, to April 30, 2021. The determination of the research location was purposive, which is a method that is carried out intentionally. The considerations made in selecting the research location are that

PT XYZ is one of the halal frozen food producers in Bogor City with the availability of production data, management, and good infrastructure compared to other halal frozen food producers.

The type of research data is used in the form of primary and secondary data. Data collection methods in this study were documentation, observation, and interviews. Primary data was obtained through interviews conducted with the coordinator, staff, and company workers and direct observations of company activities. Secondary data was obtained from agencies involved in data collection, such as the Bogor City Agriculture Service, the Bogor City Central Statistics Agency, books, scientific journals and internet pages. The data is used to support the writing of this research.

Quantitative methods consisting of revenue and cost analysis and investment feasibility assessments such as net present value, B/C ratio, internal rate of return, and payback period based on cash flow. Cash flow is cash inflow minus cash outflow (Firdaus 2017). The feasibility assessment in the financial aspect is calculated by calculating the total revenue analysis using the formula:

$$TR = P \times Q$$

Information:

TR = Total Revenue (Rp)

P = Price (Rp)

Q = Total production (Rp)

Total revenue received by the company by multiplying the amount of production output (Q) with the selling price (P) (Gandhi et al., 2022). Operational costs include all costs of production, maintenance, and others that describe expenses to produce a product used for each production process during production activities. Operational costs consist of two main components, namely, variable

costs and fixed costs.

Variable costs are costs whose size is in line with the development of production or sales every year or one unit of time, while fixed costs are costs whose amounts are not affected by the development of production or sales in one year or one unit of time (Nurmalina et al., 2014). In analyzing the profit and loss, it is necessary to know the total cost (TC) and total revenue (TR). The formula for calculating TC is as follows.

$$TC = TFC + TVC$$

Information:

TC = Total Cost (Rp)

TFC = Total Fixed Cost (Rp)

TVC = Total Variable Cost (Rp)

The costs incurred by the company to produce products by adding the total fixed costs (TFC) with the total variable costs (TVC). Furthermore, to find out whether a business gains or losses, it can be known by the following formula:

$$\pi = TR - TC$$

Information:

π = Profit (Rp)

TR = Total Revenue (Rp)

TC = Total Cost (Rp)

Analysis of the R/C ratio (revenue cost ratio) is a comparison between total revenue and total cost. R/C ratio analysis can be used to analyze whether or not a business is feasible. The formula for the R/C ratio is as follows:

$$R/C \text{ ratio} = (Total \text{ Revenue } (TR)) / (Total \text{ Cost } (TC))$$

Information:

R/C ratio = Revenue cost ratio

TR = Total Revenue (Rp)

TC = Total Cost (Rp)

If the R/C ratio is > 1 , the business is profitable or feasible to be developed. If the R/C ratio is < 1 , the business suffers a loss or

is not feasible to develop. Furthermore, if the R/C ratio = is 1, then the business is at the break-even point.

Result and Discussion

PT XYZ has 15 halal frozen food products. Table 1 describes the number of products produced at PT XYZ. From Table 1, it is known that the total number of products in 2020 is 55,946. The highest production product was cheesy melt nuggets, with 9,673 products, and the product with the most negligible production was chicken katsu, with 366 products.

Table 1.
Types and number of products at PT XYZ in 2020

No	Commodity	Quantity/ year (package)	Price/ package (Rp)
1.	Dory Fish Nuggets	8.091	36.000
2.	Chicken Katsu	366	41.000
3.	Mini Kekean	1.119	45.000
4.	Beef Meatball	1.138	75.000
5.	Cheesy Broccarrot Chicken Nuggets	8.880	34.000
6.	Chicken Meatball	2.080	43.000
7.	Cheesy Melt Nuggets	9.673	39.000
8.	Chicken Sausage	1.980	55.000
9.	Chicken Shrimp Roll	2.633	36.500
10	Original Chicken Nuggets	4.710	30.500
11	Shrimp Dim Sum	1.857	51.000
12	Egg Chicken Roll	6.603	32.500
13	Beef Nuggets	2.304	44.000
14	Ekado	1.209	44.000
15	Carrot Chicken Nuggets	3.303	29.500

Source: PT XYZ (2020)

The revenue received by PT XYZ before marketing optimization through the TikTok social media application is described in Table 2.

Table 2.*PT XYZ's revenue before optimizing digital marketing using the TikTok application*

No	Commodity	Selling price (Rp)	Sales (packs)	The revenue per year (Rp)
1.	Dory Fish <i>Nuggets</i>	36.000	8.091	291.276.000
2.	Chicken Katsu	41.000	366	15.006.000
3.	Mini Kekean	45.000	1.119	50.355.000
4.	Beef Meatball	75.000	1.138	85.350.000
5.	Cheesy Broccarrot Chicken <i>Nuggets</i>	34.000	8.880	301.920.000
6.	Chicken Meatball	43.000	2.080	89.440.000
7.	Cheesy Melt <i>Nuggets</i>	39.000	9.673	377.247.000
8.	Chicken Sausage	55.000	1.980	108.900.000
9.	Chicken Shrimp Roll	36.500	2.633	96.104.500
10.	Original Chicken <i>Nuggets</i>	30.500	4.710	143.655.000
11.	Shrimp Dim Sum	51.000	1.857	94.707.000
12.	Egg Chicken Roll	32.500	6.603	214.597.500
13.	Beef <i>Nuggets</i>	44.000	2.304	101.376.000
14.	Ekado	44.000	1.209	52.932.000
15.	Carrot Chicken <i>Nuggets</i>	29.500	3.303	97.438.500
Total				2.120.568.500

Source: Processed data (2021)

Table 2 explains that PT XYZ's revenue before development was Rp. 2.120.568.500. The product with the highest revenue was cheesy melt chicken nuggets Rp. 377.247.000. The product with the lowest revenue was chicken katsu. Which was Rp. 15.006.000. PT XYZ

will always try financing efficiently to reduce costs incurred and obtain maximum revenue. The company's investment, fixed, and variable costs before development are described in Tables 3,4, and 5.

Table 3.*PT XYZ's fixed costs before optimizing digital marketing using the TikTok application*

No	Cost component	Unit	Amount	Unit price (Rp)	Amount per year (Rp)
1.	Electricity	Month	1	1.650.000	19.800.000
2.	Property Taxes	Year	1	1.515.413	1.515.413
3.	Internet	Month	1	702.000	8.424.000
4.	Water	Month	1	584.000	7.008.000
5.	Founder Salary	People	1	3.800.000	45.600.000
6.	Co-Founder Salary	People	1	3.500.000	42.000.000
7.	Production Head Salary	People	2	3.150.000	75.600.000
8.	Production Assistant Salary	People	11	2.145.000	283.140.000
9.	Team Sealer Salary	People	2	2.100.000	50.400.000
10.	Team Packer Salary	People	1	2.100.000	25.200.000
11.	Operational Head Salary	People	1	3.150.000	37.800.000
12.	Admin	People	1	2.100.000	25.200.000
13.	Marketing	People	2	2.145.000	51.480.000
14.	Quality Control	People	1	2.450.000	29.400.000

15	Purchasing	People	1	2.450.000	29.400.000
16	Vehicle Tax	Year	1	2.935.700	2.935.700
17	Cost Of Depreciation				45.627.666
Total					747.743.965

Source: Data processed (2021)

Table 4.

PT XYZ Variable Costs before optimizing digital marketing using the TikTok application

Cost component	Unit	Amount	Unit price (Rp)	Amount per year (Rp)
BBM	liter	588	6.450	3.792.600
Baking Powder	Bottle	24	5.000	120.000
Onion	kg	18	36.000	648.000
Garlic	kg	18	75.000	1.350.000
Garlic Powder	kg	6	25.000	150.000
Broccoli	kg	12	24.000	288.000
Blpk	kg	60	43.000	2.580.000
Bld	kg	60	45.000	2.700.000
Collagen Case	pcs	180	42.000	7.560.000
Beef	kg	180	120.000	21.600.000
Salt	pack	36	12.800	460.800
White Sugar	kg	24	12.400	297.600
Dory Fish	kg	180	40.000	7.200.000
Isp	kg	24	80.000	1.920.000
Fresh Ginger	kg	6	5.000	30.000
Powdered Chicken Broth	Bottle	24	40.000	960.000
Carrageenan	kg	12	24.000	288.000
Fish Sauce	Bottle	24	34.500	828.000
Quick Melt Cheese	pack	120	25.000	3.000.000
Cheddar	pack	300	21.000	6.300.000
Pepper	ringing	24	2.000	48.000
Maizena	kg	12	17.500	210.000
Vegetable Oil	pack	24	25.000	600.000
Sesame Oil	pack	24	38.000	912.000
Oatmeal	pack	60	40.500	2.430.000
Big Plastic Sheet	pack	36	5800	208.000
Small Plastic Sheet	pack	36	5800	208.000
Plastic Clip	pack	60	10.000	600.000
Plastic 18 X25	Bundle	60	55.500	3.330.000
Plastic 15 X 25	Bundle	60	48.000	2.880.000
Plastic 20 X 25	bundle	60	70.950	4.257.000
Plastic 15 X 30	Bundle	60	55.000	3.300.000
M. Lemon Soap	pcs	12	12.800	153.600
Hand Soap	pcs	12	12.000	144.000
SOS Soap	pcs	12	14.240	170.880
Rubber Gloves	Box	24	123.500	2.964.000
Plastic Gloves	Box	24	4.250	102.000
Milk	pack	48	21.990	1.055.520
Strap	Roll	36	5.000	180.000

Tapioca	pack	48	14.000	672.000
Chicken Eggs	kg	84	28.850	2.423.400
Quail Eggs	kg	12	19.000	228.000
Bread Crumbs	ball	48	13.500	648.000
Wheat	pack	48	10.900	523.200
Kitchen Tissue	Roll	24	10.234	245.616
Trash Bag	pack	12	17.000	204.000
Peeled Shrimp	kg	60	88.000	5.280000
Chicken Meat	kg	180	39.650	7.137.000
Carrot	kg	12	20.000	240.000
Total			103.427.216	

Source: Data processed (2021)

Financial feasibility determines whether or not a business activity is carried out. Financial feasibility analysis in this study uses quantitative methods consisting of revenue analysis and R/C Ratio assessment based on cash flow. Revenue and revenue analysis is carried out to determine whether digital marketing activities using the TikTok application benefit the company. Revenue and revenue analysis was applied to compare the financial condition before and after using the TikTok application for product marketing. Optimizing digital marketing activities using the TikTok application using basic assumptions according to current conditions. The assumptions used are:

1. The capital used in developing the business uses personal capital.
2. Income tax of 15% of the receipt of Law no. 36 of 2018 concerning business income tax.
3. It is assumed that after the development of net income. It will increase by Rp. 212.056.850.
4. It is assumed that according to the journal made by Inayah & Fitri (2021),

there is an increase in sales of 10% when using the Tiktok application.

5. Based on the assumptions that have been set. It can be detailed in the financial analysis of business development, namely:

Investment costs

The company incurs investment costs at the beginning of business activities. At PT XYZ, the investment costs before and after are additional costs needed to support business development. The table of investment costs can be seen in Table 5.

Table 5.

Investment costs before and after efforts to optimize digital marketing using the TikTok application

Fee Type	Before development (Rp)	After development (Rp)
Investment Cost	217.591.169	219.241.069
Shrinkage	45.627.666	45.957.646

Source: Data Processed (2021)

Based on Table 5, the investment costs before and after business development at PT XYZ show that the investment and depreciation costs have increased. The investment and depreciation costs before and after business development at PT XYZ are listed in Table 6 and Table 7.

Table 6.

The investment and depreciation costs before efforts to optimize digital marketing using the TikTok application

No	Description	Amount	Unit cost (Rp)	Total cost (Rp)	Depreciation (Rp)
1	Refrigerator	4	1.850.000	7.400.000	1.480.000
2	Freezer	4	9.600.000	38.400.000	7.680.000
3	Meat Grinder Machine	1	775.000	775.000	155.000
4	Bio Mixer Machine	1	1.595.000	1.595.000	319.000
5	Bowl Cutter Machine	2	9.200.000	18.400.000	3.680.000
6	Vacuum Sealer Machine	2	499.500	999.000	249.750
7	Steaming Machine	1	1.885.000	1.885.000	377.000
8	Philips Food Processor Machine	2	399.000	798.000	159.600
9	Sausage Filler Machine	1	5.000.000	5.000.000	1.000.000
10	Gas	5	22.000	110.000	55.000
11	Scales	4	48.990	195960	39.192
12	Pan	32	20.500	656.000	218.667
13	Teflon/Pan/Frying	5	133.500	667.500	333.750
14	Pot	5	82.500	412.500	206.250
15	Basin	3	68.000	204.000	102.000
16	Sealware Storage Container	8	10.300	82.400	41.200
17	Stainless Oil Filter	3	22.000	66.000	22.000
18	Stove	3	185.000	555.000	111.000
19	Gallon	12	19.000	228.000	45.600
20	Grater	2	10.761	21.522	21.522
21	Knife	7	15.000	105.000	35.000
22	Cutting Board	2	16.500	33.000	6.600
23	Spoon	12	1.083	12.996	6.498
24	Fork	12	1.083	12.996	6.498
25	Mini Containers	3	184.000	552.000	552.000
26	Tick	12	3900	46.800	23.400
27	Paintbrush	12	1.200	14.400	7.200
28	Rack	1	2.875.000	2.875.000	575.000
29	Rubbish Bin	2	650.000	1.300.000	260.000
30	Table	6	15.809.000	94.854.000	18.970.800
31	Thermometer	1	123.899	123.899	30.975
32	Office Phone	3	325.000	975.000	195.000
33	Printer	2	1.312.000	2.624.000	874.667
34	Air Conditioning	4	1.695.000	6.780.000	1.695.000
35	Laptop	6	3.499.000	20.994.000	4.198.800
36	Scissors	4	33.800	135.200	135.200
37	Chair	15	439.000	6.585.000	1.317.000
38	Plate	12	50.583	606.996	303.498
39	Bowl	12	10.000	120.000	60.000
40	CCTV	2	195.000	390.000	78.000

Source: Data processed (2021)

Table 7.

The investment and depreciation costs after optimizing digital marketing using the TikTok application

No	Description	Amount	Unit cost (Rp)	Total cost (Rp)	Depreciation (Rp)
1	Refrigerator	4	1.850.000	7.400.000	1.480.000
2	Freezer	4	9.600.000	38.400.000	7.680.000
3	Meat Grinder Machine	1	775.000	775.000	155.000
4	Bio Mixer Machine	1	1.595.000	1.595.000	319.000
5	Bowl Cutter Machine	2	9.200.000	18.400.000	3.680.000
6	Vacuum Sealer Machine	2	499.500	999.000	249.750
7	Steaming Machine	1	1.885.000	1.885.000	377.000
8	Philips Food Processor Machine	2	399.000	798.000	159.600
9	Sausage Filler Machine	1	5.000.000	5.000.000	1.000.000
10	Gas	5	22.000	110.000	55.000
11	Scales	4	48.990	195.960	39.192
12	Pan	32	20.500	656.000	218.667
13	Teflon/Pan/Frying	5	133.500	667.500	333.750
14	Pot	5	82.500	412.500	206.250
15	Basin	3	68.000	204.000	102.000
16	Sealware Storage Container	8	10.300	82.400	41.200
17	Stainless Oil Filter	3	22.000	66.000	22.000
18	Stove	3	185.000	555.000	111.000
19	Gallon	12	19.000	228.000	45.600
20	Grater	2	10.761	21.522	21.522
21	Knife	7	15.000	105.000	35.000
22	Cutting Board	2	16.500	33.000	6.600
23	Spoon	12	1.083	12.996	6.498
24	Fork	12	1.083	12.996	6.498
25	Mini Containers	3	184.000	552.000	552.000
26	Tick	12	3900	46.800	23.400
27	Paintbrush	12	1.200	14.400	7.200
28	Rack	1	2.875.000	2.875.000	575.000
29	Rubbish Bin	2	650.000	1.300.000	260.000
30	Table	6	15.809.000	94.854.000	18.970.800
31	Thermometer	1	123.899	123.899	30.975
32	Office Phone	3	325.000	975.000	195.000
33	Printer	2	1.312.000	2.624.000	874.667
34	Air Conditioning	4	1.695.000	6.780.000	1.695.000
35	Laptop	6	3.499.000	20.994.000	4.198.800
36	Scissors	4	33.800	135.200	135.200
37	Chair	15	439.000	6.585.000	1.317.000
38	Plate	12	50.583	606.996	303.498
39	Bowl	12	10.000	120.000	60.000
40	CCTV	2	195.000	390.000	78.000
41	Lighting	1	1.649.900	1.649.900	329.980

Source: Data processed (2021)

Total cost

Total costs consist of fixed costs and variable costs. Details of fixed costs before

development are in table 3 and details of variable costs before development is in the Table 4. Details of fixed and variable costs

after development can be found in Tables 8 and 9. The table of costs can be seen in Table 10.

Table 8.

Fixed costs after digital marketing optimization efforts using the TikTok app

Cost component	Unit	Amount	Unit price (Rp)	Amount per year (Rp)
Electricity	Month	1	1.650.000	19.800.000
Un	Year	1	1.515.413	1.515.413
Water	Month	1	584.000	7.008.000
Internet	Year	1	702.000	8.424.000
Founder Salary	People	1	3.800.000	45.600.000
Co-Founder Salary	People	1	3.500.000	42.000.000
Production Head Salary	People	2	3.150.000	75.600.000
Production Assistant Salary	People	11	2.145.000	283.140.000
Team Sealer Salary	People	2	2.100.000	50.400.000
Team Packer Salary	People	1	2.100.000	25.200.000
Operational Head Salary	People	1	3.150.000	37.800.000
Admin Salary	People	1	2.100.000	25.200.000
Marketing Salary	People	2	2.145.000	51.480.000
Quality Control Salary	People	1	2.450.000	29.400.000
Purchasing Salary	People	1	2.450.000	29.400.000
Content Creator Salary	People	1	2.145.000	25.740.000
Vehicle Tax	Year	1	2.935.700	2.935.700
Shrinkage				45.957.646
Total				806.600.759

Source: Data processed (2021)

Table 9.

Variable costs after optimizing digital marketing using the TikTok application

Cost component	Unit	Amount	Unit price (Rp)	Amount per year (Rp)
Bbm	Liter	588	6.450	3.792.600
Influencer	People	1	1.200.000	14.400.000
Baking Powder	Bottle	24	5.000	120.000
Onion	Kg	18	36.000	648.000
Garlic	kg	18	75.000	1.350.000
Garlic Powder	kg	6	25.000	150.000
Broccoli	kg	12	24.000	288.000
Blpk	kg	60	43.000	2.580.000
Bld	kg	60	45.000	2.700.000
Collagen Case	pcs	180	42.000	7.560.000
Beef	kg	180	120.000	21.600.000
Salt	pack	36	12.800	460.800
White Sugar	kg	24	12.400	297.600
Dory Fish	kg	180	40.000	7.200.000
Isp	Kg	24	80.000	1.920.000

Fresh Ginger	Kg	6	5.000	30.000
Powdered Chicken Broth	Bottle	24	40.000	960.000
Carrageenan	Kg	12	24.000	288.000
Fish Sauce	Bottle	24	34.500	828.000
Quick Melt Cheese	Pack	120	25.000	3.000.000
Cheddar	Pack	300	21.000	6.300.000
Pepper	ringing	24	2.000	48.000
Maizena	Kg	12	17.500	210.000
Vegetable Oil	Pack	24	25.000	600.000
Sesame Oil	Pack	24	38.000	912.000
Oatmeal	Pack	60	40.500	2.430.000
Big Plastic Sheet	Pack	36	5800	208.000
Small Plastic Sheet	Pack	36	5800	208.000
Plastic Clip	Pack	60	10.000	600.000
Plastic 18 X25	Bundle	60	55.500	3.330.000
Plastic 15 X 25	Bundle	60	48.000	2.880.000
Plastic 20 X 25	Bundle	60	70.950	4.257.000
Plastic 15 X 30	Bundle	60	55.000	3.300.000
M. Lemon Soap	pcs	12	12.800	153.600
Hand Soap	pcs	12	12.000	144.000
SOS Soap	pcs	12	14.240	170.880
Rubber Gloves	Box	24	123.500	2.964.000
Plastic Gloves	Box	24	4.250	102.000
Milk	pack	48	21.990	1.055.520
Strap	Roll	36	5.000	180.000
Tapioca	pack	48	14.000	672.000
Chicken Eggs	kg	84	28.850	2.423.400
Quail Eggs	kg	12	19.000	228.000
Bread Crumbs	ball	48	13.500	648.000
Wheat	pack	48	10.900	523.200
Kitchen Tissue	Roll	24	10.234	245.616
Trash Bag	pack	12	17.000	204.000
Peeled Shrimp	Kg	60	88.000	5.280.000
Chicken Meat	Kg	180	39.650	7.137.000
Carrot	Kg	12	20.000	240.000
Total				117.827.216

Source: Data processed (2021)

Table 10.

Total Costs before and after efforts to optimize digital marketing using the TikTok application

Fee Type	Before development (Rp)	After development (Rp)
Total fixed cost	747.743.965	806.600.759
Total variable cost	103.427.216	117.827.216
Total cost	851.171.181	924.427.975

Source: Processed data (2021)

Revenue

Revenue is the sale of products produced by the company. Revenue generated by PT XYZ from business development based on total sales before business development was Rp 2.120.304.500 (Table 2), and after business development was Rp 2.333.225.350. The detailed receipts after PT XYZ's business development are described in Table 11.

Table 11.

Total Revenue after optimizing digital marketing using the TikTok application

No	Commodity	Selling price (Rp)	Sales (packs)	The revenue per year (Rp)
1.	Dori Fish <i>Nuggets</i>	36.000	8.900	320.403.600
2.	Chicken Katsu	41.000	403	16.506.600
3.	Mini Kekean	45.000	1.231	55.390.500
4.	Beef Meatball	75.000	1.252	93.885.000
5.	Cheesy Broccarrot Chicken <i>Nuggets</i>	34.000	9.768	332.112.000
6.	Chicken Meatball	43.000	2.288	98.984.000
7.	Cheesy Melt <i>Nuggets</i>	39.000	10.640	414.971.700
8.	Chicken Sausage	55.000	2.178	119.790.000
9.	Chicken Shrimp Roll	36.500	2.896	105.714.950
10.	Original Chicken <i>Nuggets</i>	30.500	5.181	158.020.500
11.	Shrimp Dim Sum	51.000	2.043	104.177.700
12.	Egg Chicken Roll	32.500	7.263	236.057.250
13.	Beef <i>Nuggets</i>	44.000	2.534	111.513.600
14.	Ekado	44.000	1.330	58.515.600
15.	Carrot Chicken <i>Nuggets</i>	29.500	3.633	107.182.350
Total				2.333.225.350

Source: Data processed (2021)

R/C ratio analysis

Analysis of the R/C ratio before and after the business development at PT XYZ. Based on Table 12, the value of the R/C ratio before the business development was 2.49, which means that every cost incurred by the company of Rp. 1 will provide an revenue of 2.49. In comparison, the value of the R/C ratio after the business development is 2.52, which means that every cost incurred by the company of Rp. 1 will provide an revenue of 2.52. this business is feasible to run.

Table 12.

Analysis of the R/C ratio before and after optimizing digital marketing using the TikTok application

Indicator	Before development (Rp)	After development (Rp)
TR	2.120.568.500	2.333.225.350
TC	851.171.181	924.427.975
R/C ratio	2.49	2.52

Source: Processed data (2021)

Income statement

A profit and loss statement is made to compare revenue from before business development and after business development through the digital marketing application TikTok. Profit and loss are made to determine the company's net profit before and after business development that has been carried out through the TikTok application. After the business development in optimizing digital marketing, the company's net profit increased by Rp 118.714.448. Based on the comparison of the income statement before and after. After the business development, the company's profits increased. The company can optimize that way of marketing using digital marketing. Profit and loss analysis before and after PT XYZ's business development can be seen in Table 13.

Table 13.

Income statement before and after optimizing digital marketing using the TikTok application

Component	Before development (Rp)	After development (Rp)
Sale	2.120.304.500	2.333.225.350
Production cost :		
Fixed cost	747.743.965	806.600.759
Variable cost	103.427.216	117.827.216
Total production cost	851.171.181	924.427.975
Earnings before interest and taxes	1.269.133.319	1.408.797.375
Interest fee	0	0
Profit before tax	1.269.133.319	1.408.797.375
income tax	190.369.998	211.319.606
Net profit	1.078.763.321	1.197.477.769

Source: Processed data (2021)

Based on the results of the study. It was concluded that optimizing halal frozen food digital marketing using the TikTok application by PT XYZ Bogor was financially feasible to run. The net profit received by the company will increase after marketing using the TikTok application in Rp. 1.197.477.769. From the analysis of the R/C ratio. The initial increase was known to be 2.49 to 2.52 after marketing using the TikTok application. The increase in net profit and R/C Ratio in digital marketing occurred because PT XYZ did not need to spend marketing costs such as shop rent and paying workers who guard the shop as done in conventional marketing. Digital marketing is able to reach consumers who have the Tiktok application.

Conclusion

This study shows that marketing of halal frozen food is feasible. Based on the calculation of the RC ratio, marketing of frozen food of PT XYZ can increase the RC

ratio value and increase the company's net profit. This study was conducted in a country that has experienced an increase in internet users and Tiktok application users from year to year.

Recommendation

This study recommends that halal frozen food producers in countries with increasing internet and TikTok users conduct digital marketing using the TikTok application to increase the company's R/C ratio and net profit. The limitations of this study include using the assumption of additional capital in optimizing digital halal frozen food sales using their own capital, not using interest-bearing bank loans. Only rich companies can do it.

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