

**COST VOLUME PROFIT METHOD FOR PROFIT PLANNING ANALYSIS BASED ON ISLAMIC PERSPECTIVE**

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**Abstract**

*This MSME is a sector that can help develop the economy in various countries. MSMEs also often ignore the right profit planning for their MSMEs. The profit planning used by managers is the Cost Volume-Profit method. Profit planning is not assessed in terms of its material but is assessed based on an Islamic perspective, in order to bring blessings and prosperity to humans. The aim is to analyze profit planning in the MSME of tea bags of Sedap Malam in Pasuruan Regency using the Cost–Volume-Profit method and to analyze profit planning from an Islamic perspective. The approach and The type used in this study is descriptive qualitative. Data collection was carried out through observation interviews, and documentation. The results of this study are that of profit planning Implemented by the MSME Teh Celup Bunga Sedap Malam is still simple, the profit planning is carried out by the MSME is still not in accordance with the Cost-Volume-Profit (CVP) method and the calculation of its costs is not all included in the management of profit planning. And profit planning based on an Islamic perspective on the Tuberosa Flower Tea Bag MSME is in accordance with Islam, namely halal, not hoarding, not causing harm, and not deceiving.*

**Keywords:** Cost Volume Profit, Profit Planning, Islamic Accounting, Sharia Perspective, Managerial Decision Making

**INTRODUCTION**

The rapid development of technology and modernization has intensified business competition, encouraging the growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. According to Law No. 20 of 2008, MSMEs are independent, productive businesses that are not subsidiaries of larger companies. During the 1998 economic crisis, MSMEs played a vital role in stabilizing the economy. By 2023, there were approximately 66 million MSMEs in Indonesia, contributing 61% to GDP (IDR 9,580 trillion) and absorbing 97% of the workforce (around 117 million workers). Micro businesses dominate the sector (98.68%), but their GDP contribution is only 37.8%. Despite their economic significance, MSMEs must improve managerial capacity, especially in decision-making, to ensure sustainability and competitiveness in an increasingly dynamic market environment (Hamdani, 2020).

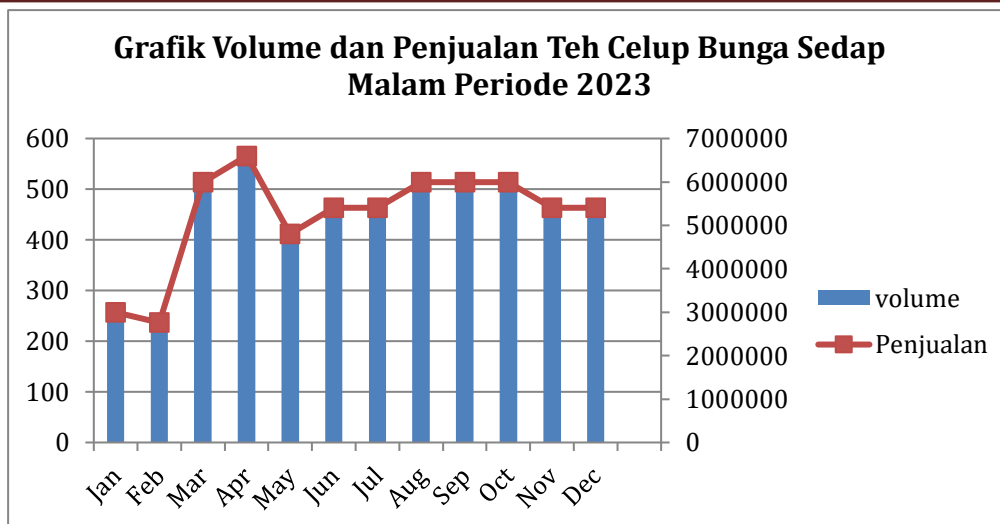
Profit planning is a very meaningful financial planning step for a company that is calculated to obtain results in accordance with the goals that have been determined both in the long term and short term. In profit planning, management prepares a plan to achieve the profit

target that has been determined by the company (Zuhroh et al., 2024). Company management in profit planning uses the Cost-Volume-Profit (CVP) method. Cost is the cost sacrificed to obtain goods or services needed and expected to buy benefits for the present or future for the organization. This volume is intended for how many products are produced or how many products are sold in sales. While profit is the difference between the income earned and the costs incurred during the company's activities. So Cost-volume-profit (CVP) analysis is an analysis used to calculate how a company's profits are affected by changes in costs (both fixed and variable costs), selling prices, and sales volume (Rusdin and Basir, 2022). CVP is a management accounting technique that helps find the relationship between costs, production volume, or sales, and a company's profitability. By using CVP, companies can make better strategic decisions because they know how changes in these variables can affect profits (Mowen, Hansen, and Heitger 2017).

The economy in business has a goal, namely to gain profit. Profit in the Islamic perspective is not considered as material gain, but also as a result of efforts based on the principles of justice, honesty, and social responsibility. So in Islam it explains that life in the world and in the hereafter has been determined with clear rules. Both lives cannot be separated, because every action we do in the world will be rewarded in the hereafter. In the context of business, Islam considers it a form of worship in the form of muamalah, where every activity and interaction must be carried out in accordance with sharia principles.

Economic activities in Muslim-majority regions must align with Sharia principles to ensure fairness, transparency, and ethical conduct. Pasuruan City, located in East Java, is known for its agricultural base, with Rembang District being a prominent center for tuberose cultivation. This flower, traditionally grown by local farmers, has become a key commodity and source of livelihood for the community. In recent years, tuberose has been processed into tea products by local MSMEs, offering unique flavor and health benefits that have attracted growing consumer interest. The practicality of teabags further supports market demand, especially among Indonesians who regularly consume tea as part of their daily routine. However, despite the product's potential, MSMEs face challenges in marketing, scaling production, and ensuring compliance with Sharia business ethics. Therefore, this study is important to explore how tuberose tea MSMEs can strengthen their economic performance while adhering to Islamic business principles, contributing to sustainable local development and ethical entrepreneurship.

Figure 1. Graph of volume and sales of Sedap Malam Flower Tea Bags in 2023.



Source: MSME Teh Sedap Malam Period (2023)

From the above, it shows that the tuberose tea bag MSME experienced unstable sales every month in the 2022 period. This is shown in January 2023, sales reached IDR 3,000,000 with a sales volume of 250 units and the following month, February 2023, decreased to IDR 2,760,000 with a sales volume of 230 units. After that, in March 2023, there was a drastic increase in sales reaching IDR 6,000,000 with a sales volume of 500 units. In April, there was a slight increase with sales of IDR 6,600,000 with a sales volume of 550 units. Then in May there was a decrease with sales of IDR 4,800,000 with a sales volume of 400 units. After that, in June it increased again with sales of IDR 5,400,000 with a sales volume of 450 units. The following month, July, sales were the same as June, which was Rp 5,400,000. Furthermore, from August to October, sales reached Rp 6,000,000 with a sales volume of 500 units. Furthermore, November and December experienced a decline again with sales of Rp 5,400,000 and a sales volume of 450 units (MSME Teh Sedap Malam, 2023).

In a month, the tuberose flower tea bag MSME is able to produce up to a maximum of 600-700 pcs, each package contains 7 tuberose flower tea bags, and the weight of 1 tea bag is 0.6 grams. However, in a month, the demand for tuberose flower tea bags averages around 400-550 pcs per month. In determining the income, business actors can plan profits using the Cost-Volume-Profit (CVP) Method. This method is the right analysis tool to help small and medium enterprises (SMEs) understand the relationship between costs, production volume, and profit. CVP also helps them make more strategic decisions about cost control, pricing, and sales volume (MSME Teh Sedap Malam, 2023).

From Based on the description above, the focus of the problem in this research is as follows:

1. How is profit planning conducted for the Sedap Malam tea bag MSME in Pasuruan Regency using the Cost-Volume-Profit (CVP) method?
2. How is profit planning analyzed from an Islamic perspective—based on principles such as halal, ghaban faisyy (fair pricing), ihtikar (non-hoarding), ghisyy (honesty), and gharar (avoidance of harm)—in the Sedap Malam tea bag MSME in Pasuruan Regency?

## **LITERATURE REVIEW**

### **Profit Planning**

Profit planning is the process of preparing a plan to achieve the profit target set by the company. This planning is an important part of financial management and must be carried out in a structured and systematic manner (Winanto et al., 2024). Profit planning sets profit targets that take into account projected sales and expenses for the coming year and beyond. Managers can use CVP analysis to calculate the level of sales needed to anticipate the level of profit by using it in revenue planning. Managers want to determine the value of variable or constant costs necessary to achieve the goal, assuming the projected sales and profit levels are known (Meisab, 2023).

### **Definition of Cost**

Before we discuss more deeply about costs, we must understand the definition of costs. The definition of costs according to experts in the Management Accounting book is as follows (Darya, 2019): Cost according to Financial Accounting Standards is a decrease in economic benefits in one accounting period in the form of outflows, decrease in assets, or decrease in liabilities, which results in a decrease in equity that is not related to distribution to investors. According to Atkinson, the definition of cost is the currency value of goods and services issued to gain profit either in the present or in the future. Costs can also be used as a form of product, so that these costs obtain cash profit results when the product is sold. Meanwhile, according to According to Mulyadi, Cost is the expenditure of economic resources, measured in currency, which is carried out or is expected to be carried out for a specific purpose.

From several definitions it can be concluded that costs can be defined as the sacrifice of economic resources that have occurred or will occur to achieve certain goals. In cost management, costs are divided into three main categories, namely, fixed costs, variable costs and semi-variable costs (mixed)

1. Fixed costs

Fixed costs can be defined as costs that remain unchanged despite fluctuations in the level of business activity, either increasing or decreasing. In other words, these fixed costs are consistent, even if the company experiences changes in the amount of production or operational activity (Mauliyah, 2016).

2. Variable costs

Variable costs are the types of costs that always change according to changes in sales volume. Variable costs are costs whose total amount changes proportionally with changes in the volume of activity (Affandi, 2023).

3. Mixed Costs (semi variable)

Semi-variable costs are costs that have characteristics of both fixed costs and variable costs (Adisaputra, 2018). These costs change as business activity changes, but not proportionally.

### **Cost-Volume-Profit (CVP) Analysis**

Cost-volume-profit (CVP) analysis calculates how a company's profits are affected by changes in price, sales volume, and costs (both fixed and variable). CVP is an excellent tool for planning and decision-making. In fact, CVP is one of the most flexible and widely used tools for helping managers make better decisions. CVP analysis typically begins by finding the company's break-even point in units sold (Mowen, Hansen, and Heitger :2017). The things that are the main elements in cost-volume-profit analysis are:

- a) Product price
- b) Volume or level of activity
- c) Variable cost per unit
- d) Total fixed costs
- e) Product mix sold

In analyzing CVP there are several calculations, namely: Calculating Contribution Margin (CM), Break Even Point (BEP), Margin Of Safety (MOS), and Degree Of Operating Leverage (DOL) are some of the analysis tools that can be used to calculate profit (Guruh Ardana, Endah Dwi Kusumastuti and Suryani :2022).

1) *Contribution margin (CM)*

*Contribution margin (CM)* is the difference between sales revenue and variable costs. This contribution margin helps companies identify how much revenue can be used to cover fixed costs and generate net income.

Contribution margin (Per unit) = Sales – Variable costs

$$\text{CM Ratio (Rp)} = \text{X } 100\% \frac{\text{Contribution Margin}}{\text{Sales}}$$

2) Break Even Point (BEP)

*Break Even Point*(BEP) is the point where the total income and cost positions are the same or balanced so that there is no profit or loss in a business process. Break Event Point is used to analyze the projection of how far the number of units produced or how much money must be received to reach the breakeven point (Sayuti,2019).

$$\text{BEP (rupiah)} = \frac{\text{Fixed Cost}}{\text{Ratio Contribution Margin}}$$

$$\text{BEP (units)} = \frac{\text{Fixed Cost}}{\text{Price Sales per unit} - \text{Variabel Cost per unit}}$$

3) *Margin Of Safety*(MOS)

The safety level or safety margin shows how much or how far sales realization is allowed to fall from sales at BEP so that there will be no loss (Liestiana and Novianty,2021). In other words, the safe limit is used to determine how much sales to plan to guard against a decline in sales so as not to experience a loss (Kasmir, 2009).

*Margin of safety*(Rupiah) = Total sales – Break-even sales

*Margin of safety*(Units) = Total sales – break-even sales

$$\text{Margin of safety ratio} = \text{x } 100\% \frac{\text{Safety Limit (Rp)}}{\text{Total Sales (Rp)}}$$

4) Degree of Operating Leverage (DOL)

Operating leverage is the ability of a company to use fixed operating costs to increase the influence of sales volume on earnings before interest and taxes. Operating leverage is used to measure how far a certain change in sales volume affects EBIT (Setiawan and Purwanti 2021). Degree Of Operating Leverage (DOL) can be measured for a given level of sales using the ratio of contribution margin to operating profit. The greater the Degree Of Operating Leverage, the greater the change in sales will affect operating profit.

$$\text{Degree Of Operating Leverage} = \frac{\text{Total Contribution Margin}}{\text{Operating Income}}$$

5) Profit target analysis

Target profit analysis is one of the techniques used to measure the maximum profit that can be achieved by a company. With target profit analysis, management can understand the behavior of production costs, as well as operating profits in relation to changes in output, selling prices, fixed costs, and variable costs. This allows management to determine the sales volume needed to achieve the planned profit target, according to the resources available in the company. (Karimah, Samsudin, and Jhoansyah :2019).

$$\text{Sales to reach target (units)} = \frac{\text{Fixed Cost} + \text{Profit Target}}{\text{Contribution Margin per unit}}$$

$$\text{Sales to achieve target (Rp)} = \frac{\text{Fixed Cost} + \text{Profit Target}}{\text{Contribution Margin}}$$

**Profit Planning Based on Islamic Perspective**

Every business wants to make a profit. Companies must strive and be willing to sacrifice something, both material and non-material, to make a profit. Allah SWT forbids anything that violates Islamic law, including false methods to make a profit. Actually, there are many halal ways to make a profit. as exemplified by the Prophet Muhammad SAW in the Word of Allah SWT in the letter An-Nisa verse 29 below:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

It means :

"O you who believe, do not consume your neighbor's wealth in a vanity (unrighteous) manner, unless it is in the form of commerce based on mutual consent between you. Don't kill yourself. Indeed, Allah is Most Merciful to you " ("NU Online An-Nisa'," 2020).

The verse above shows that Allah SWT forbids believers to eat forbidden food. And allows selling and buying by mutual consent without any ties between the parties concerned. In this verse, Allah shows that the Prophet Muhammad SAW was a trader and prioritized honesty, halal, and not cheating when trading. This shows Muslims that with honest efforts, their business will not lose and instead become a successful trader. In maximizing (planning) profits in Islam is also explained by several experts including the following (Hasibun, Nurul, and Angga 2022):



- a. In Wahbah Al - Zuhaili's view, basically, Islam does not have clear limits or standards regarding profit or profit. So, traders are free to determine the profit they want from an item. However, according to him, a blessed (good) profit is a profit that does not exceed one third of the capital price.
- b. The opinion of Malikiyah scholars is the same as Wahbah Al - Zuhaili that a good profit does not exceed one third of the capital.
- c. Al Ghozali believes that normal profits should range between 5 and 10 percent of the price of goods.
- d. According to Malikiyah, the maximum limit for profit taking should not exceed one third of the capital.
- e. According to Taqiyuddin an - Nabani in the book of economic hadiths, it is explained that provisions regarding the size of profits are not found in the Al - Qur'an or hadith.

Based on the description above, it is explained that traders may determine the profit at any size they want, for example 25%, 50%, 100% or more of the capital. Thus, traders may seek profit with a certain percentage as long as their trading activities are carried out in a halal, ghaban faisyy, ihtikar, ghisyy and gharar manner (Isnaini et al. 2015). The following is the explanation:

- a. Halal

The halal element in profit planning is very important, especially for businesses that want to ensure that the profits generated are in accordance with Islamic principles. In an Islamic perspective, profit is not only measured by the amount of financial profit, but also in terms of the halalness of the means taken to achieve it. The products produced must be free from haram materials, the production process must be clean and protected from prohibited things, and business transactions are carried out fairly without usury, gharar (uncertainty), or maysir (speculation).

- b. *Ghaban faisyy* (do not sell at a price much higher or much lower than the market price)

Ghaban faisyy or the practice of selling at a price much higher or lower than the market price, has a significant impact on profit planning based on Islamic principles. In profit planning, prices must be set fairly and reflect the true value of the product, so that the profits obtained are not only in accordance with financial targets but also contain blessings and business sustainability. By setting fair prices, companies demonstrate a commitment to being transparent and responsible to



consumers and the market.

c. *Ihtikar* (not hoarding)

In ethical profit planning, companies need to prioritize sustainable product availability, avoid speculative actions, and not exploit market conditions for one-sided gain. Islam emphasizes the importance of balance, transparency, and social responsibility in business, where trade should not be conducted in a way that harms or oppresses others for excessive personal gain.

d. *Ghisy* (not cheating)

The element of not cheating or honesty in profit planning is a main pillar in a business based on Islamic principles. In ethical profit planning, companies need to prioritize openness and honesty in conveying information to consumers, so that strong trust is created. By not cheating, companies not only obtain halal and blessed profits, but also build a positive image that will provide long-term benefits.

e. *Gharar* (does not cause harm)

The element of not causing harm or “la dharar” in profit planning emphasizes the importance of maintaining the safety and welfare of consumers and the environment. In responsible profit planning, maintaining the safety and non-causing harm aspects is a priority so that the profits obtained are not only halal, but also bring benefits and blessings to all parties.

## **RESEARCH METHODS**

The research method used in this research is a qualitative method. This qualitative research is based on data that is not numerical in nature, but rather analyzes and collects data that aims to explain a phenomenon. The type of research used by the researcher is descriptive. The descriptive type describes in detail the current conditions or phenomena based on the classification and analysis of data obtained from the field (Ahmadiono and Hidayatulla, 2024). A descriptive qualitative approach is used because the researcher will systematically describe the focus of the study, namely profit planning. This approach involves searching for primary and secondary data from the company, which is then analyzed using the Cost-Volume-Profit analysis tool. The location of this study is Pekoren Village, Rembang District, Pasuruan Regency, namely MSME Teh Sedap Malam. The researcher used a purposive technique to select informants. The purposive technique is a system for selecting informants based on certain considerations, such as the relevance of their knowledge to the subject of the study or their

leadership position which allows deeper access to the object of the study (Sugiyono, 2019). The data collection used by researchers in this study was observation, interviews and documentation (Sugiyono 2018). This study also involves the search for primary and secondary data from the company, which is then analyzed using the Cost-Volume-Profit analysis tool.

**RESULT AND DISCUSSION**

**1. Profit planning for the Pasuruan Regency Sedap Malam tea bag MSME using the Cost-Volume-Profit (CVP) method**

MSME Teh Cup Bunga Sedap Malam is a tea beverage product that operates in the manufacturing sector and has many benefits for the human body. This tea can be enjoyed by all groups, and is suitable to accompany you during your free time. Based on the results of interviews with the owner, manager and employees of MSME Teh Cup Bunga Sedap Malam, it was found that the profit planning carried out by MSME Teh Cup Bunga Sedap Malam only emphasizes production costs by maintaining the existing selling price and sales volume levels, and MSME Teh Cup Bunga Sedap Malam does not include all costs in the process of managing its profit planning, MSME Teh Cup Bunga Sedap Malam only includes the cost of raw materials (sedap flower) and labor in calculating its profit planning. For the calculations carried out by MSME Teh Cup Bunga Sedap Malam regarding profit planning, it still does not meet the standards in accordance with the calculation of profit planning using the Cost-Volume-Profit (CVP) method. The following is a calculation of profit planning in accordance with Cost-Volume-Profit (CVP) for the Tuberose Flower Tea Bag MSME as follows:

Table 1. Recapitulation of Costs – Costs of Tuberose Flower Tea Bag MSME in 2023

NO	Costs – Costs	Amount
1	Fixed Costs	
	Labor	Rp. 8,100,000
2	Variable Costs	
	Tuberose flower	Rp. 12,000,000
	Lemongrass	Rp. 2,430,000
	Tea Bags	Rp. 3,150,000
	Packaging and Printing	Rp. 4,700,000
	Plastic Gloves	Rp. 130,000
	Amount	Rp. 22,410,000
3	Mixed Cost	
	Electricity cost	Rp. 480,000
	Equipment maintenance costs	Rp. 400,000
	Amount	Rp. 880,000
	<b>TOTAL</b>	<b>Rp. 31,390,000</b>

Source : Data Processing (2024)

Table 2. Sales Graph and Volume Sales Graph of Products in 2023 in 2023

Period 2023	Sales Volume	Selling Price Per Unit	Sale
January	250	Rp.12,000	Rp. 3,000,000
February	230	Rp. 2,000	Rp. 2,760,000
March	500	Rp. 2,000	Rp. 6,000,000
April	550	Rp. 2,000	Rp. 6,600,000
May	400	Rp. 2,000	Rp. 4,800,000
June	450	Rp. 2,000	Rp. 5,400,000
July	450	Rp.12,000	Rp. 5,400,000
August	500	Rp. 2,000	Rp. 6,000,000
September	500	Rp. 2,000	Rp. 6,000,000
October	500	Rp.12,000	Rp. 6,000,000
November	450	Rp. 2,000	Rp. 5,400,000
December	450	Rp. 2,000	Rp. 5,400,000
<b>Total Sales</b>	<b>5,730</b>	<b>Rp. 2,000</b>	<b>Rp. 2,760,000</b>

Source : Data Processing (2024)

The table above shows the number of sales of tuberose flower tea bags by MSMEs during 2023, where the highest sales were in April and the lowest were in January. With this CVP analysis, we can find out the relationship, estimates and calculations of costs, volume, profit and selling price, and enable good decision making on management and production costs. As for the Cost-Volume-Profit (CVP) analysis, it consists of Contribution Margin (CM), Break Event Point (BEP), Margin Of Safety (MOS) and Degree Of Operating Leverage (DOL).

1) *Contribution Margin*(CM)

*Contribution Margin* is the sum of sales revenue minus variable expenses. This contribution margin helps the company identify how much revenue can be used to cover fixed costs and generate net income.

Table 3. 2023 Operating Profit Report for Tuberose Flower Tea Bags MSME

Information	Period 2023
Sale	Rp. 62,760,000
(-) Variable Costs	Rp. 22,410,000
<i>Contribution Margin</i>	Rp. 40,350,000
(-) Fixed Costs	Rp. 8,100,000
Operating Profit	Rp. 32,250,000

Source : Data Processing (2024)

$$\begin{aligned}
 \text{CM Ratio} &= (\text{Contribution Margin (CM)} / (\text{Sales}) \times 100\% \\
 &= (\text{Rp } 40,350,000) / (62,760,000) \times 100\% \\
 &= 64.29\% \text{ or } 64\%
 \end{aligned}$$

From the results above, the Contribution Margin of the Tuberose Flower Tea Bag MSME in 2023 is IDR 40,350,000, and the CM of the Tuberose Flower Tea Bag MSME earns more than the fixed costs, so the business actor will get a profit of IDR 32,250,000. The Contribution Margin ratio of the Tuberose Flower Tea Bag MSME is 64% in 2023. This is the Tuberose Flower Tea Bag MSME being able to cover the fixed costs that have been sacrificed, so that it can generate a profit of IDR 32,250,000.

2) *Break Event Points*(BEP)

Break Event Point (BEP) can be called the breakeven point. The breakeven point is the point where revenue equals Profit. So business actors do not get profit and do not get loss. Profit = Zero. To determine BEP (unit) and BEP (rupiah), fixed cost data in 2023 of IDR 8,100,000 is used, as well as variable costs per unit in 2023 of IDR 3,910 and sales volume per unit in 2023 of IDR 12,000. The calculations are as follows:

$$\begin{aligned} \text{BEP (Unit)} &= (\text{Total Fixed costs}) / (\text{Selling price per unit} - \text{Variable cost per unit}) \\ &= (\text{Rp } 8,100,000) / (\text{Rp } 12,000 - \text{Rp } 3,910) \\ &= (\text{Rp } 8,100,000) / (\text{Rp } 8,090) \\ &= 1,001 \text{ Units} \end{aligned}$$

$$\begin{aligned} \text{BEP (Rupiah)} &= (\text{Total fixed costs}) / (\text{Contribution margin ratio}) \\ &= (\text{Rp } 8,100,000) / (64 \%) \\ &= \text{Rp. } 12,656,250 \end{aligned}$$

From the results above in the calculation of the Cost-Volume-Profit (CVP) analysis of the Sedap Bunga Tea Bag MSME for 2022, the sales that must be made are 1,001 units with a sales volume of IDR 12,656,250. This calculation is to determine the profit equal to zero, where the Sedap Bunga Tea Bag MSME must sell Sedap Bunga tea bag products above 1,001 units (BEP), if this is achieved then the Sedap Bunga Tea Bag MSME will make a profit, and vice versa, if the Sedap Bunga Tea Bag MSME sells below 1,001 units (BEP) then it will incur a loss.

3) *Margin Of Safety*(MOS)

*Magin Of Safety*(MOS) is information about how far sales volume is allowed to fall from the target without the business actor experiencing a loss.

$$\begin{aligned} \text{Margin Of Safety (Rupiah)} &= \text{Total Sales} - \text{Sales Break Even Point} \\ &= \text{Rp. } 62,760,000 - \text{Rp. } 12,656,250 \\ &= \text{Rp. } 50,103,750 \end{aligned}$$

$$\text{Margin Of Safety (Unit)} = \text{Total Sales} - \text{Break-Even Sales}$$

$$= 5,730 - 1,001$$

$$= 4,729 \text{ Units}$$

$$\begin{aligned} \text{Margin Of Safety Ratio} &= (\text{Security Limit (Rp)}) / (\text{Total Sales (Rp)}) \times 100\% \\ &= (\text{Rp } 50,103,750) / (\text{Rp } 62,760,000) \times 100\% \\ &= 79,83 \text{ rounded to } 80\% \end{aligned}$$

From the results above, in the MSME Tea Bags Flower Sedap Malam in 2023, the sales volume of IDR 62,760,000 minus the sales at BEP of IDR 12,656,250 obtained a result of IDR 50,103,750, meaning that the safety limit for sales of the MSME Tea Bags Flower Sedap Malam in 2023 was IDR 50,103,750, with a sales volume of 4,729 units and a percentage ratio of 80%.

#### 4) *Degree Of Operating Leverage (DOL)*

For managers, leverage explains how to achieve large profit increases with only a small increase in sales and/or assets. This Degree Of Operating Leverage (DOL) can be measured by the existing sales level using the ratio of contribution margin to operating profit. The greater the DOL, the greater the change in sales that will affect profit.

$$\begin{aligned} \text{Operating Leverage} &= (\text{Margin Contribution}) / (\text{Operating Profit}) \\ &= (\text{Rp } 40,350,000) / (\text{Rp } 32,250,000) \\ &= 1.25 \end{aligned}$$

From the results above, the operating leverage in the MSME Teh Celup Bunga Sedap Malam in 2023 is 1.25. This means that if the increase in sales is 1.25 obtained from operating leverage, the company will experience an increase in sales of 1.25.

#### 5) *Profit Target Analysis*

Profit target analysis is conducted to illustrate the level of sales that must be done to achieve a targeted profit. In the provisions of the expected profit target by MSME Teh Celup Bunga Sedap Malam for the following year with a profit percentage of 25%. The following is a calculation of the profit target for 2024 by looking at the profit obtained in 2023 as follows:

$$\text{Profit in 2023} = \text{Rp. } 32,250,000$$

$$\begin{aligned} \text{Expected Profit in 2024} &= \text{Previous Year Profit} + (\text{Expected Profit} \times \text{Previous Year Profit}) \\ &= \text{Rp. } 32,250,000 + (25\% \times \text{Rp. } 32,250,000) \\ &= \text{Rp. } 32,250,000 + \text{Rp. } 8,062,500 \\ &= \text{Rp. } 40,312,500 \end{aligned}$$

Target analysis calculation to determine the sales volume that must be carried out in

2024 at the Bunga Sedap Malam Tea Bag MSME to achieve the expected profit target.

$$\begin{aligned} \text{Sales to achieve target} &= (\text{Fixed costs} + \text{Target Profit}) / (\text{Contribution margin per unit}) \\ &= (\text{Rp } 8,100,000 + \text{Rp } 40,312,500) / (\text{Rp } 8,090) \\ &= (\text{Rp } 48,412,500) / (\text{Rp } 8,090) \\ &= 5,984 \text{ Units} \end{aligned}$$

$$\begin{aligned} \text{Sales to achieve target (Rp)} &= (\text{Fixed costs} + \text{Target Profit}) / (\text{Contribution margin}) \\ &= (\text{Rp } 8,100,000 + \text{Rp } 40,312,500) / (64\%) \\ &= (\text{Rp } 48,412,500) / (64\%) \\ &= \text{Rp. } 75,644,531.25 \end{aligned}$$

From the results above, the amount of profit planning expected by the Tuberose Flower Tea Bag MSME for 2024 is 25%. The Tuberose Flower Tea Bag MSME plans a profit target of IDR 40,312,500, the profit target will be achieved if the Tuberose Flower Tea Bag MSME is able to sell 5,984 tea bags or obtain sales of IDR 75,644,531 for 2024. To achieve this profit target, the Tuberose Flower Tea Bag MSME must be able to increase sales volume.

2. Islamic perspective profit planning based on halal, ghaban faisyy (selling price not higher than market price), ihtikar (not hoarding), ghisyy (not cheating), gharar (not causing harm) in the Pasuruan Regency Sedap Malam tea bag MSME.

In profit planning, traders may determine the profit at any size they want, for example 25%, 50%, 100% or more of the capital. Thus, traders may seek profit with a certain percentage as long as their trading activities are carried out in a halal, ghaban faisyy, ihtikar, ghisyy and gharar manner. The following is the explanation:

a. Halal

MSME Teh Celup Sedap Maam has halal certification. This halal certification not only functions as a product halal label, but also as a guarantee of quality that can increase consumer confidence. The MSME owner said that this certification has been taken care of since 2023 and involves visits from the party in charge of directly checking the production process. This certification is proof that every stage of production, from the selection of raw materials to packaging, meets halal standards in accordance with Islamic law. With this halal certification, it not only provides a sense of security and comfort for consumers, but also strengthens the product's position in the market through quality assurance and proven halalness.

b. *Ghaban faisyy* (selling at a price much higher or much lower than the market price)

The determination of the selling price of the Tuberose Flower Tea Bag MSME, it is

known that the pricing policy applied pays close attention to the principle of justice according to Islamic teachings. The selling price of the product is determined wisely and not higher than the market price, so that it remains affordable for consumers without reducing the quality of the product. This aims to ensure that more people can enjoy the benefits and taste of tuberose flower tea, while maintaining fairness in buying and selling transactions. This shows that the Tuberose Flower Tea Bag MSME prioritizes the principle of blessing in doing business, where profits are obtained without having to burden consumers with excessive prices.

c. *Overview* (not hoarding)

MSME Teh Cup Bunga Sedap Malam is committed to avoiding the practice of hoarding products, which in Islamic teachings is considered unethical and can harm many parties, especially consumers. MSME Teh Cup Bunga Sedap Malam operates with the principles of honesty and responsibility, and maintains a reputation as a reliable producer who cares about consumer needs. The production process at MSME Teh Cup Bunga Sedap Malam is carried out when the product stock has run low.

d. *Ghisy* (not cheating)

MSME Teh Cup Bunga Sedap Malam applies the principle of honesty in every aspect of its business, from the production process to the delivery of products to consumers. The MSME owner explained that the tea bag products sold do not involve any elements of fraud, either in terms of selecting raw materials, the production process, or marketing. They ensure that all steps are carried out honestly, and online ordering through platforms such as WhatsApp and Instagram is also carried out with good and trustworthy service, so that consumers feel satisfied and not disappointed. Honesty is the main principle in their business because consumer trust is the most important thing. Committing fraud will only damage the reputation of their products and business in the long run.

e. *Gharar* (does not cause harm)

Tuberose Flower Tea Bags products show that this MSME is very concerned about the health and safety of consumers. The products they produce do not contain any dangerous elements, and even provide health benefits. Tuberose flower tea is not just ordinary tea, but also functions as a herbal drink that can help improve blood circulation and maintain healthy blood vessels. Thus, this product is not only safe to consume but also has added value for consumer health.

In the explanation above, the MSME Teh Cup Bunga Sedap Malam has been in



accordance with its trading activities avoiding haram things, namely the product has been certified halal, does not set prices above market prices, does not hoard, does not commit fraud in the production process or in terms of orders and does not pose a danger to the community. This MSME Teh Cup Bunga Sedap Malam not only applies principles based on Islam but also helps to improve the economic welfare of the community.

## CONCLUSION

1. The results of the profit planning analysis at the MSME Teh Celup Bunga Sedap Malam indicate that although basic planning has been implemented, it remains overly simplified and does not yet reflect comprehensive profit planning practices. The MSME tends to only include major costs such as raw materials and packaging, while other relevant operational costs—such as utility expenses, transportation, and marketing—are often excluded. Additionally, profit estimation is still heavily reliant on production and labor costs without a structured projection model. Suggestion: It is recommended that the MSME adopt a more detailed Cost-Volume-Profit (CVP) approach by identifying all fixed and variable costs, setting clear profit targets, and evaluating the break-even point regularly to support better financial planning and sustainability. Limitation: This study was limited to a single MSME in the Pasuruan Regency, and data collection relied primarily on direct interviews and observations, which may not capture broader variations in financial practices across similar businesses.
2. From an Islamic perspective, the profit planning approach of MSME Teh Celup Bunga Sedap Malam demonstrates adherence to ethical principles such as honesty and discipline in production. The presence of halal certification ensures the product's compliance with Sharia, enhancing its quality and consumer trust. The tea products are beneficial to human health and free from harmful elements, aligning with the principles of halal and tayyib. However, the overall profit planning is still in an early stage of development, and business strategies such as promotion, production management, and pricing fairness (*ghaban faisy*) require further optimization. Suggestion: The MSME is encouraged to enhance its marketing efforts and adopt fair pricing strategies, while also avoiding unethical practices such as *ihtikar* (hoarding) or *ghisy* (deception), in order to fully align with Sharia profit planning principles. Limitation: This study focuses on theoretical alignment with Islamic principles without conducting a deeper legal or jurisprudential analysis, and is limited to qualitative assessments within a single case study context.

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