



**ANALYSIS OF VALUE ADDED SHRIMP CRISPY MAMA “PLINTI SEAFOOD”  
IN THE EAST BEACH AREA, PANGANDARAN DISTRICT**

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**Abstract**

This article aims to analyze the added value of krosok shrimp processed into crispy shrimp and analyze the marketing of “Plinti Seafood” crispy shrimp. The method used is the case method. Primary data was obtained by interview and direct observation to the crispy shrimp processing unit. The research was conducted in September 2022. Based on the results of the study, it was found that the added value of krosok shrimp processed into Crispy shrimp by "Mama Plini Seafood" in the East Coast Region, Pangandaran District of Rp. 61,290 per kg. The added value ratio is 51.075%. The added value ratio obtained can be categorized as high because it is more than 40%. The market segmentation or target market is the coastal tourism tourists. Competitors from crispy prawns “Mama Plinti Seafood” there are 40 rival competitors and 3 substitute competitors. Pricing is based on multiple-unit pricing. Promotions are carried out only by relying on labeling on the packaging.

**Keywords:** multiple unit pricing, tourists, rival competitors, substitute competitors, promotion.

## INTRODUCTION

In terms of location and geographical conditions, Pangandaran waters are related to the Indian Ocean (Kurniasih & Achmad Rizal, 2020). This makes Pangandaran Regency an area on the coast of West Java Province which has a myriad of potentials in the fisheries and marine sector. Pangandaran Regency has a high potential and become a mainstay for export commodities in Indonesia, namely shrimp. According to data from the Department of Maritime Affairs, Fisheries and Food Security of Pangandaran (DKPKP) in 2018 it was stated that the amount of shrimp production in Pangandaran reached 1,081,170.21 kg. The amount of shrimp production comes from two sub-sectors, namely capture fisheries and aquaculture. This is a high enough number that makes shrimp one of the commodities that have the potential to advance the local fisheries sector.

One of the marine commodities that are now being processed into processed products from capture fisheries, namely krosok shrimp. Krosok Shrimp (*Parapenaeopsis sculptilis*) is a shrimp belonging to the Penaeidae family. Krosok shrimp has a reddish-brown body with white stripes. Krosok shrimp also has 2 pairs of legs, namely swimming legs and walking legs, the number of walking legs in this shrimp reaches 3 pairs and five pairs of swimming legs. The habitat of Krosok Shrimp is in shallow waters from the shoreline to a depth of about 90 m. The Pangandaran waters area is one of the waters with large production of krosok shrimp catch. Fishermen usually catch using trawl trawls.

The benefits of the fishery processing industry are being able to utilize fishery products, preserve and maintain the quality of perishable fishery products and provide added value for fishery products (Sigit Riyanto, 2018). The processing carried out on krosok shrimp is made of crispy shrimp. This product is in great demand by the Pangandaran community.

Crispy shrimp is a dry snack, practical and easy to consume. Crispy shrimp has been produced by many small and medium business units and its products have been marketed specifically in the Pangandaran area. One of the crispy shrimp producers in Pangandaran is "Plinti Seafood". This article aims to analyze the added value of krosok shrimp processed into crispy shrimp and analyze the marketing of "Plinti Seafood" crispy

shrimp.

## **RESEARCH METHODS**

Determination of the location is by using purposive or intentionally. The location is carried out in the crispy shrimp processing industry owned by Mrs. Ade on the East Coast, Pangandaran District, Pangandaran Regency, precisely Jl. Grandmother Take Care of the TPI Block Ocean. This observation was carried out in September 2022. The method used is the case study method. Case studies are research that presents information that aims to find out about something in depth (Yohanda, 2020). The business produces processed fishery products, especially shrimp to be processed as crispy shrimp.

The types and sources of data used in this research are primary data and secondary data. Primary data were obtained by means of face-to-face interviews with crispy shrimp business owners. While secondary data is data obtained indirectly by researchers, secondary data in research can be obtained through literature and other reading books related to research (Asep Nurwanda, 2020). The added value was analyzed using the Hayami method. Marketing analysis was carried out by observing the market for crispy shrimp products marketed in the Pangandaran area.

## RESULTS AND DISCUSSION

### Business Profile

The fishery processing industry is one of the many businesses around the East Coast of Pangandaran. The processing business on the East Coast of Pangandaran has many types of processed shrimp commodities, one of which is raw material for the type of krosok shrimp to become Crispy Shrimp with a delicious and crunchy taste.

Typical Pangandaran Souvenirs "Mama Plinti Seafood", is one of the krosok shrimp product businesses owned by Mrs. Ade which is located on the East Coast of Pangandaran, precisely on Jl. Grandmother Guards the Ocean TPI Block, Pangandaran Regency. The crispy shrimp product "Mama Plinti Seafood" experienced a decline in sales during the Covid-19 pandemic. In addition to producing crispy shrimp, "Mama Plinti Seafood" also produces various kinds of crispy processed fishery products such as squid, fish, and crispy crab.

The main raw material procurement, namely damaged shrimp, is obtained from the fish auction place in Pangadaran. Other additional ingredients are obtained from the nearest market in the Pangandaran area.

Processing procedure for uDang krosok to become crispy prawns is carried out as follows: removing the head of the shrimp, washing the shrimp, cooling the shrimp, mixing with other raw materials and frying the shrimp.

### Value Added Analysis

The value of goods and services added to be used as a unit of production in business activities as an intermediate cost is also referred to as added value. Services or the participation of factors of production are also added to this value (Safira, 2021). The business of processing typical Pangandaran souvenirs "Mama Plinti Seafood", performs the production or processing process every day, with one production process can produce 5 kg of crispy shrimp. Crispy shrimp production costs are listed in Table 2.

Table 2. Variable Costs

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Component	Amount	Cost (Rp)
Shrimp crosok	10 kg	450,000
Flour	2 kg	26,000
Aci	2 kg	24,000
Garlic	0.25 kg	5,000
Oil	4 L	50,400
Royko	4 packs	2,000
Salt	30 grams	2.700
Micin	20 grams	2000
Gas	1 tube	25,000
Total cost		587,100

In running the processed business, there is one employee who is in charge of frying. With a working range of 4 hours. As well as the employee in charge of washing the shrimp before the shrimp is fried. However, the length of work can also be influenced by other factors, such as an increase in demand for crispy shrimp, which makes workers take longer than usual. The workforce at UD. The conversion factor obtained is 0.5, indicating that every 1 kg of shrimp can produce 0.5 kg of crispy shrimp. The results of the added value analysis using the Hayami method are shown in Table 3.

Table3. Calculation Results of Analysis of Crispy Shrimp Processing Added Value

	Variable	Formula	Score
<b>I. Output, Input and Price</b>			
1.	Output/total production (units/period)	A	5
2.	Raw Material Input (Kg/period)	B	10
3.	Labor Input (HOK / period)	C	0.57
4.	Conversion Factor	$D = A / B$	0.5
5.	Labor Coefficient	$E = C / B$	0.057
6.	Product Price (Rp)	F	240000
7.	Average Labor Wage per HOK (Rp/HOK)	G	100000

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## II. Income and Profit

8.	Raw Material Input Price (Rp/Kg)	H	45000
9.	Other Input Donations (Rp)	I	13710
10.	Product Value (Rp/Kg)	$J = D \times F$	120000
11.	a. Added Value(Rp)	$K = J - H - I$	61290
	b. Value Added Ratio(%)	$L \% = (K/H) \times 100\%$	51.075
12.	a. Labor Income (Rp/Kg)	$M = E \times G$	5700
	b. Labor Benefits(%)	$N \% = (M/K) \times 100\%$	9.3
13.	a. Profit(Rp/Kg)	$O = K - M$	55590
	b. Profit Rate(%)	$P \% = (O/J) \times 100\%$	46,325

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### III. Remuneration for Factors of Production

14. Margin (Rp/Kg)	$Q = J - H$	75000
a. Labor Income (%)	$R \% = (M/Q) \times 100\%$	7.6
b. Other Input Contribution(%)	$S \% = (I/Q) \times 100\%$	18.28
c. Company Profit (%) (O/Q) x	$T \% = 100\%$	74.12

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The coefficient of labor required for the production of crispy shrimp processing is 0.057, there is a comparison between the number of work schedules and the production materials used, called the labor coefficient. Furthermore, the average employee wage is IDR 100,000/HOK. The average price of crispy shrimp is Rp. 240,000/kg. The price is obtained from the calculation of the packaging capacity with the selling price per package. The price of raw material for krosok shrimp is Rp. 45,000, while the contribution of other inputs in the production of crispy shrimp is Rp. 13,710, which value is obtained from the total cost of producing crispy shrimp, except for the cost of shrimp and labor and then divided by the price of raw shrimp.

The output value obtained from the multiplication between the conversion factor and the product price is Rp. 120,000/kg. The value of the product will be influenced by the magnitude of the conversion factor. The added value obtained is Rp. 61,290 in the crispy shrimp production process. The value added is obtained from reducing the value of the product with prices for production materials and various other inputs. Factors such as the cost of several other inputs besides production materials affect the amount of added value. The added value ratio is 51.075%, which means that every Rp 61,290 there is 51.075% added value from the crispy shrimp output. The added value ratio is  $51.075\% > 40\%$ , it can be seen that the processing of crispy shrimp is able to obtain high added value. This happens because of the large value of the product, while the price of raw materials and other inputs are not so large. Labor income is Rp. 5,700/kg of raw materials. The value of labor income is obtained from the product of the multiplication of the labor coefficient with the average wage. The profit obtained is Rp. 55,590/kg of raw materials, while the profit rate is 46.325% of the production value.

The results of this added value analysis also show the margin of raw material for whole krosok shrimp into crispy shrimp. This margin is the difference between the value of the product and the price of raw raw materials for whole shrimp, each processing of crispy shrimp, with a margin of Rp. 75,000

distributed to each factor, namely labor income 7.6%, contribution of other inputs 18.28%, and operating profit 74.12%.

### **How to Increase the Added Value of a Product**

There are several things to increase the added value of Crispy Shrimp, including:

1. Improve the quality of Crispy Shrimp. As we understand that food products are very dependent on delicious taste.
2. Use attractive product packaging. In this case, the packaging or packaging in the strategy to increase added value plays an important role in attracting potential consumers to buy or taste the Crispy Shrimp.
3. Create unique product photos. With an attractive visual, people will certainly be encouraged to buy the Crispy Shrimp.
4. Promotion through unique and interesting Social Media, as well as selling Crispy Shrimp through Social Media or Online Applications.
5. Do product innovation. By continuing to update products through various innovations according to the demands of consumer needs.

### **Market segmentation**

Basically, the market has a heterogeneous and very broad nature that has various needs and different desires. This means that one type of product is only needed by certain market groups. Market segmentation is the process of dividing the overall market for a product or service into several smaller groups, where the members of each group have similarities to the factors that affect demand (Mulyana, 2019).

The market segmentation of Crispy Shrimp "Mama Plinti Seafood" in the East Coast Region, Pangandaran Regency is targeting the general public and mothers 30-65 years old, as well as tourists/tourists visiting Pangandaran beach who are looking for souvenirs.

The market segmentation strategy at the "Mama Plinti Seafood" fishery shop uses two segments, namely geographic segmentation and behavioral segmentation. Geographical segmentation is carried out with several marketing programs, including:

the target of tourist attractions in increasing sales volume at typical souvenir stalls of Pangadaran. Then, in the behavioral segmentation, several programs were carried out by looking at the condition of consumers by providing a 5% discount for those who bought a lot of products.

### **Competition**

The location of the business of processing shrimp into crispy shrimp Typical souvenirs of Pangandaran Mama "Plinti Seafood", marketing their products in the East Coast area of Pangandaaran. The area is a place with many tourists who come to Pangandaran, both local and foreign tourists. In selling or in the business of food products, of course, there is competition with certain competitiveness. Competition in the scope of the crispy shrimp business is tight, which is divided into two types of competitors, rivals and substitutes. Rival competitors, or competitors with the same product, reach 40 competitors and substitute competitors, or competitors with similar products in use, namely as souvenirs and seafood, there are 3 types, namely crispy squid, crispy fish and crispy crab chapters in a small scope. The amount of competitiveness will certainly reduce the amount of interest in buying crispy shrimp. But even so, if the business still maintains the taste and quality, many tourists will become customers at the Pangandaran Typical Souvenir "Mama Plini Seafood".

### **Pricing System**

The pricing system in marketing management is important because if it is wrong, it can cause losses. There are many pricing systems, one of which is multiple-unit pricing which is divided into 2, namely discounts for consumers who pay on time and quantity discounts, for consumers who buy many units at once.

The price determination is carried out by the Pangandaran Mama Souvenir business "Plinti Seafood", which uses the *multiple unit pricing*, which is a price discount where the purchase of more will get a discount of 5%.

### **Business Promotion**

Promotion is an important activity for a product industry to carry out in marketing the products and services offered by the industry. Meanwhile, promotion itself can be seen as a one-way flow of information or persuasion made to control a person/organization to actions that create exchanges in marketing. Promotional activities carried out by the company include: advertising, sales promotion, personal selling and publicity. All promotional activities should be made in such a way as to have maximum communication impact for the company. The main purpose of the promotion carried out by the industry is basically to provide information to attract attention and then have an influence on increasing sales. Promotional activities must also be in line with marketing plans that are directed and controlled to develop the pace of the industry. (Togodly, 2020).

The promotion of the Crispy Shrimp "Mama Plinti Seafood" business in the East Coast Region, Pangandaran Regency only relies on the contacts listed on the plastic packaging, usually there are buyers from out of town such as Jakarta and other areas outside Pangandaran who ask for crispy shrimp products.

## CONCLUSION

Based on the results of the study, the added value of krosok shrimp processed into Crispy shrimp by "Mama Plini Seafood" in the East Coast Region, Pangandaran District is Rp. 61,290 per kg. The added value ratio is 51.075%. The added value ratio obtained can be categorized as high because it is more than 40%. The market segmentation or target market is the coastal tourism tourists. Competitors from crispy prawns "Mama Plinti Seafood" there are 40 rival competitors and 3 substitute competitors. Pricing is based on multiple-unit pricing. Promotions are carried out only by relying on labeling on the packaging.

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