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ANALYSIS OF ADDED VALUE OF FISH MEATS "SAMUDRA BAHARI", RANCAMANYAR VILLAGE, BALEENDAH DISTRICT, BANDUNG REGENCY, WEST JAVA-INDONESIA

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KeyWords
Fishball, survey method, profit level, competitors, competitors substitute competitors, distribution, cost plus pricing, market segmentation.

ABSTRACT

This article aims to analyze the added value of the combination of tuna and marlin processed into fish balls. Another research objective is to analyze the marketing of fish balls “Baso Ikan Samudra Bahari, Rancamanyar Village, Baleendah District, Bandung Regency, West Java-Indonesia. Based on the results of the added value analysis using the Hayami method, the added value of Baso Ikan Samudra Bahari is Rp. 32201 per kg of tuna and marlin minced meat. The added value ratio is 37.40 %, which means that the added value ratio is moderate because it has a percentage of >15%. Baso Ikan Samudra Bahari market is included in the static market segmentation. Its competitors are identified as rival competitors and substitutes. Pricing is based on Cost-plus pricing. Promotions carried out by Baso Ikan Samudra Bahari are direct and indirect promotions. Directly that is word of mouth while indirectly by utilizing social media (Instagram, Facebook, WA) and e-commerce (Shopee and Lazada). Baso Ikan Samudra Bahari is distributed to several areas, namely Bandung, Sumedang, Cimahi, Garut, Tasik, to Central Java, all of which are within the territory of the Unitary State of the Republic of Indonesia.

Introduction

Fishery products are included in the group of highly perishable foodstuffs because they have high water content and protein content so that they become good substrates for the growth of spoilage microbes. Handling and processing of fishery products must be done as soon as possible. Good and bad handling of fresh fish will affect the quality of fish as food ingredients or as raw materials for further processing [1].

The development of various processed fishery products can be used as an alternative to the management of fishery products. Fish processing aims to increase the nutritional value of the community and increase fish protein consumption. One form of processed fish products favored by the Indonesian people is fish balls.

Fishballs are one of the preparations made from meat, both beef and fish meat. Fish balls are round in shape made from

finely ground fish meat which can then be added with other food ingredients [6]. Fish meat used for making Fish balls should have a delicious taste, no fishy smell, and still fresh [8].

The market potential for fish ball business in Indonesia is quite promising, because the population is quite dense. High quality fish balls can be obtained from good handling of raw materials and processing, to marketing [9].

The processing industry that changes the primary form into a new product with a higher economic value will be able to provide added value. The Samudra Bahari Fish Ball Factory in Rancamanyar Bandung produces fish balls made from tuna and marlin fish. The processed product of fish balls "Samudra Bahari" is marketed to the Bandung Regency and surrounding areas. According to [3], marketing is an important thing to do in an effort to create markets and obtain optimal profits. This article aims to analyze the added value of the combination of tuna and marlin processed into fish balls. Another research objective is to analyze the marketing of fish balls “Baso Ikan Samudra Bahari, Rancamanyar Village, Baleendah District, Bandung Regency, West Java-Indonesia.

Research Methods

This research was conducted at the Samudra Bahari Fish Baso Factory located on Jl. Bojongsayang RT 04 RW 01. Old Citarum Bridge, Rancamanyar, Bandung in September 2022 using the survey method. The respondents who were interviewed were six people consisting of one business owner and five employees.

Primary and secondary data obtained from employers and employees are recapitulated and then analyzed using the Hayami method (Table 1). In this study, the added value of fish balls in one production process was calculated. After obtaining the calculation results, the Reyne test in Musa Hubeis (1997) was carried out as follows:

1. The value added ratio is low if it has a percentage < 15 percent
2. The value added ratio is moderate if it has a percentage of 15 percent; and
3. The value added ratio is high if it has a percentage > 40 percent.

The results of observations in the field are also used to analyze the market for fish ball products "Samudera Bahari"

Table 1. The added value of the Hayami Method

No.	Variable	
I	**Output, Input and Price**	
	1. Output/total production (units/period)	A
	2. Input (Rp/kg)	B
	3. Labor (HOK/day)	C
	4. Conversion Factor	D = A/B
	5. Labor Coefficient (HOK)	E = C/B
	6. Product Price	F
	7. Labor Wages (Rp/day)	G
II	**Income and Profit**	
	8. Price of raw materials (Rp/kg)	H
	9. Contribution of other inputs (Rp)	I
	10. Output value (Rp)	J = D x F
	11. a. Value Added (Rp)	K = J – H – I
	b. Value Added Ratio (%)	L % = (K/J) %
	12. a. Labor Income (Rp)	M = E x G
	b. Labor Benefits (%)	N % = (M/K) %
	13. a. Profit (Rp)	O = K – M
	b. Profit Rate (%)	P % = (O – J) %
III	**Remuneration for Factors of Production**	
	14. Margin (Rp/Kg)	Q = J – H
	a. Labor Income (%)	R % = (M/Q) %
	b. Donations Other inputs (%)	S % = (I/Q) %
	c. Company Profit (%)	T % = (O/Q) %

Source: Hayami et. al (1987)

Result and Discussion

Business Profile

Baso Ikan Samudra Bahari is a company engaged in food products made from the main ingredients of crushed fish, mixed with other ingredients, formed into circles, and then boiled. This Fishball product is made from black tuna and marlin which has a fairly high nutritional content and a savory and delicious taste.

Fish ball from Bandung are already well known to all corners of the region and even abroad. In addition to selling the raw ones here, they also sell the ripe ones so you can feel the best quality at Jl. Bojongsayang RT 04 RW 01, Rancamanyar Old Citarum Bridge. Various variants of Fish Balls sold include small fish balls, medium fish balls, large fish balls, and jumbo fish balls. The sizes of small, medium, large, and jumbo fish balls are 12 grams, 20 grams, 40 grams and 80 grams, respectively. Fish balls are sold in bales, with per bale packaging for small sizes containing 270 grains, medium sizes containing 160 grains, large sizes containing 80 grains, and jumbo sizes containing 40 grains. The appearance of small Fish balls appears to have a smooth and soft texture, while on medium Fish balls, large and jumbo looks to have a slightly rough texture. The size of the Fishball variant from small to jumbo can be seen sequentially from left to right in Figure 1.

Figure 1. Fishballs size

Various marketing promotion strategies have been carried out to make this product more easily recognized and accepted. Efforts made in introducing products are by using social media and various e-commerce.Online media prioritizes optimization of social media to reach more people, such as creating Instagram accounts, Facebook, etc. While the e-commerce used include Shopee, Lazada, and Tokopedia. Hopefully, this product can match the existing market interest and get a good response from consumers

Processing of Fishball Baso Ikan Samudra Bahari

After all the raw materials and additives and spices are available, the processing Fishball Iright Ocean The day consists of 3 stages, including:

1. Mincing/Milling Fish
   - The first stage, drop chopped black tuna and marlin then fried for 5 minutes.
   - second stage, drop minced fish then added other ingredients and spices, then ground return for 5 minutes.
2. Molding

   Molding is done by forming circles of the desired size. For those who are already proficient, then in making this fishball, it is enough to take a handful of dough and then knead and press it.toward thumb. The dough that comes out of the thumb and forefinger forms a circle and then is taken with a spoon.
3. cooking

   Cooking the Fish balls is done with boiling water (boiling) for 2 stages, the first without using oil and the second using oil. The effect of this cooking on the Fishball dough is the formation of a compact product structure. Fishballs that have floated on the surface of the water mean the Fish balls are cooked and the boiling can be stopped. Once cooked enough, the Fish balls are removed and drained while cooling using a fan. After cold, Fishballspackedin a plastic bag and should be stored in a cool room which is around 5°.

Value Added Analysis

To find out the added value of the "Samudera Bahari" fish ball product, first determine what percentage of the raw materials and auxiliary materials to produce fish balls. Auxiliary materials or other inputs are presented in Table 2 while the details of the working day (HOK) are presented in Table 3.

Table 2. Complementary Cost Calculation of Fish Fish ball Processing at Samudra Bahari Fish Ball Factory for One Time Production Process

Name	Amount	Price
Electricity	One time production	33000
Gas	One time production	512500
Flour	One time production	4500000

Garlic	One time production	300000
Plastic	One time production	72000
Jando	One time production	1000000
Oil	One time production	111000
Food coloring	One time production	78000
Salt	One time production	20000
Flavoring	One time production	133000
Total		$\frac{6759500}{400} = ⍰⍰.16.898,75$

Table 3. Calculation of the Detailed List of Working Days (HOK) for One Production Process (one production process takes 13 hours)

Activity	Number of people	Length of working	HOK calculation
Making dough and forming Fish balls	3	600 minutes	$\frac{\frac{600}{60} ⍰ 3}{8} = 3.75$
Boiling and packaging of Fish balls	2	180 minutes	$\frac{\frac{180}{60} ⍰ 2}{8} = 0.75$
Total			4.5

Furthermore, after knowing the amount of other inputs and the value of HOK, the added value can be analyzed as shown in Table 4.

Table 4. Analysis of the Added Value of Fishball Processing at Baso Ikan Samudra Bahari Factory for One Time Production Process

No.	Variable		Score
I	**Output, Input and Price**		
	1. Output/total production (units/period)	A	820
	2. Input (Rp/kg)	B	400
	3. Labor (HOK/day)	C	4.5
	4. Conversion Factor	D = A/B	2.05
	5. Labor Coefficient (HOK)	E = C/B	0.011
	6. Product Price	F	42000
	7. Labor Wages (Rp/day)	G	100000
II	**Income and Profit**		
	8. Raw Material Price (Rp/kg)	H	37000
	9. Contribution of other inputs (Rp)	I	16899
	10. Output value (Rp)	J = D x F	86100
	11. a. Added Value (Rp)	K = J – H – I	32201
	b. Value Added Ratio (%)	L % = (K/J)%	37,40
	12. a. Labor income (Rp)	M = E x G	1125
	b. Labor Benefits (%)	N % = (M/K) %	3.49
	13. a. Profit (Rp)	O = K – M	31076
	b. Profit Rate (%)	P % = (O – J) %	36.09
III	**Remuneration for Factors of Production**		
	14. Margin (Rp/Kg)	Q = J – H	49100
	a. Labor Income (%)	R % = (M/Q) %	2.29
	b. Donations Other inputs (%)	S % = (I/Q) %	34.42

c. Company profit	T % = (O/Q) %	63.29

Based on Table 4, Baso Ikan Samudra Bahari in one production uses 200 kg of tuna fish meat as raw materials and 200 kg of marlin fish meat, so the total is 400 kg of fish fillet. The resulting output is 820 kg of fish balls. The workforce used for this single production is 5 people, which is equivalent to 4.5 HOK (Table 2).

The conversion factor is the quotient between /output with the amount of raw materials used, the amount of the conversion factor in the above calculation is 2.05, which means 400 kg of raw materials can be produced 820 kg of fish balls.

The labor coefficient is the quotient between labor and the amount of raw materials used in the production process. The value of the labor coefficient is 0.011.

The price of the fish ball product "Samudra Bahari" is Rp. 42,000/kg. The price of input raw materials is Rp. 37,000/kg. The input raw materials used are black tuna fish at a price of Rp. 34,000/kg and marlin fish at a price of Rp. 40,000/kg. Fish swallow is the part of fish meat that is attached to the fish bone that cannot be used due to uneven incisions (Lalopua and Aria 2021). Tuna and marlin fish can be obtained from the Raja Bahari Fish Warehouse. The contribution of other inputs used in one production process/raw materials is Rp. 16,899 (Table 3).

The value of the product (output) minus the cost of the product of the conversion factor with the price of the product. The value of the product/output in the calculation of the added value analysis is Rp. 86,100 (Table 4). The result of the value of the product minus the cost of the contribution of other inputs and the cost of raw materials can be obtained by the amount of added value. The value added is Rp. 32,201 per kg of raw materials used. If the added value is divided by the product value, the added value ratio will be 37.40 %, which means the added value ratio is moderate because it has a percentage of >15% (Reyne in Musa Hubies 1997).

Employee benefits are the result of multiplying the labor coefficient with the average wage. In the calculation above, the labor income given from each kg of raw materials for marlin fish and whole tuna processed into fish balls is Rp. 1.125 thus the share of labor benefits in the processing of fish balls is 3.49%.

Further analysis on the processing of fish balls shows the profit obtained is Rp. 31.076 with a profit rate of 36.09%. The results of this added value analysis are also show margin from raw materials of marlin fish and whole tuna into fish balls which are distributed for labor benefits, other input donations, and business profits. This margin is the difference between the value of the product and the price of raw materials for marlin fish and whole tuna, each Fish ball processing is Rp. 49,100 distributed to each factor, namely labor income 2.29%, other input contributions 34.42%, and operating profit 63.29%.

Market Analysis

1. Market Segmentation

The marine ocean fish Fishball factory segmentation is included in the static market segmentation. Demographically, these fish balls can be enjoyed by all ages from small children to adults and the elderly, can be enjoyed by both men and women, and do not have a specific market in marketing their products, customers can come from all walks of life such as students, college students , businessmen.

2. Competitors

a. Rivals

Rivals of “Samudra Bahari” fish balls in the same segmentation are “Sinar Bahari, Sinar Mandiri” and “Rengganis” fish balls.

b. Substitution

The substitute competitor for Fish Baso “Samudra Bahari” is beef Fishball “kaylula” which is located in the district of Bojongloa Kaler, Bandung Regency.

3. Pricing

Determination of the price of the Fish Baso Factory “Samudra Bahari” using the Cost-plus pricing method. Aim to make a profit. This method is done by adding up the cost of capital and then adding the desired profit. The formula used is:

Selling price = Capital + Profit percentage

4. Promotion

Promotions carried out by Baso Ikan "Samudra Bahari" are direct and indirect promotions. Directly that is word of mouth while indirectly by utilizing social media (Instagram, Facebook, WA) and e-commerce (Shopee and Lazada). Social media can be seen in Figures 1, 2, 3, and 4.

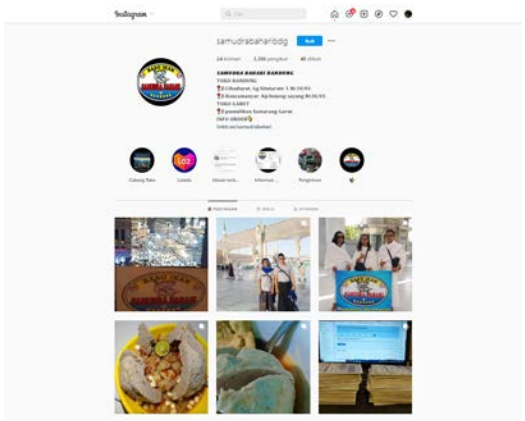

Figure 2. Instagram

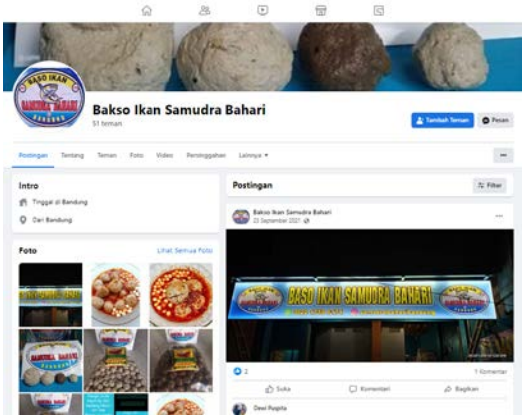

Figure 3. Facebook

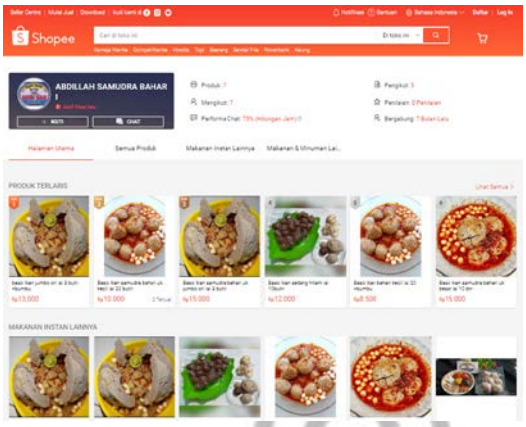

Figure 4. Shopee

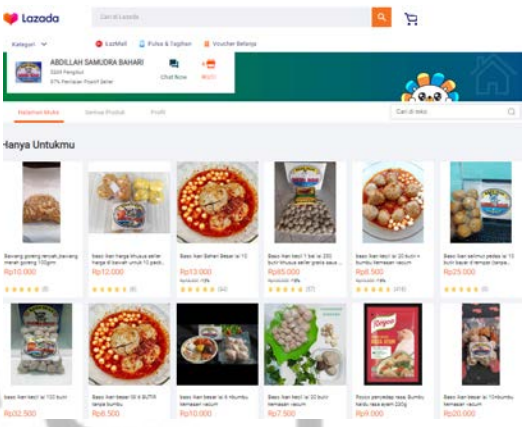

Figure 5. Lazada

5. Distribution

Fishball"Samudra Bahari" is distributed to several areas, namely Bandung, Sumedang, Cimahi, Garut, Tasik, to Central Java, all of which are within the territory of the Unitary State of the Republic of Indonesia.

Conclusion

Based on the results of the added value analysis using the Hayami method, the added value of Baso Ikan Samudra Bahari is Rp. 32201 per kg of tuna and marlin minced meat. The added value ratio is 37.40 %, which means that the added value ratio is moderate because it has a percentage of >15%. Baso Ikan Samudra Bahari is included in the static market segmentation. Its competitors are identified as rival competitors and substitutes. Pricing is based on Cost-plus pricing. Promotions carried out by Baso Ikan Samudra Bahari are direct and indirect promotions. Directly that is word of mouth while indirectly by utilizing social media (Instagram, Facebook, WA) and e-commerce (Shopee and Lazada). Baso Ikan Samudra Bahari is distributed to several areas, namely Bandung, Sumedang, Cimahi, Garut, Tasik, to Central Java, all of which are within the territory of the Unitary State of the Republic of Indonesia.

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