



ANALYZE VALUE ADDED OF FISHERIES PRODUCT ON MICRO SMALL MEDIUM AND INTERMEDIATE BUSINESSES IN CIREBON REGENCY

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ABSTRACT

This study aims to counting of value added product UMKM in Cirebon Regency. The research began in October 2019 until November 2019. The research method was carried out using the Hayami method. The data collected through survey decisions which were then purposive sampling descriptive. The research data consists of two types, there are primary data and secondary data. The results of the analysis of value added fishery product in Cirebon Regency have Fish Meatballs (12,79%), Pempek (28,30%), Dragon Feet (29,40%), Smoked Fish (29,50%), Shredded Fish (47,30%), Fish Paste (65,70%), Fish Crackers (69,40%), Salted Fish (70,00%), Shrimp Paste (73,50%) dan Pindang (74,20%)

Keyword: value added, UMKM, research

INTRODUCTION

Cirebon Regency is a part of West Java Province which is located in the eastern part and is a boundary as well as the gate of Central Java Province. Based on its geographical location the area of Cirebon Regency is in the position 06°30' - 07°00' South Latitude and 108°40' - 108°48' East Longitude. Regency boundaries are: north bordering Indramayu Regency; to the northwest bordering the area of Majalengka Regency; south west bordering Kuningan District; in the east bordering the Municipality of Cirebon and Brebes Regency, Central Java [1].

Value added is the difference between the value of commodities that are treated at a certain stage less the value of the sacrifice used during the process [2]. The value added method is one of the most important indicators resulting from a company's economic activities and reflects its economic strength [3].

In Indonesia, UMKM even reach 99.99% of the total business units, consisting of micro-scale businesses which have a percentage of 98.85%, small businesses 1.07%, and medium-sized businesses that have a percentage of 0.08%, while the rest amount 0.01% which is included in the scale of large businesses. In addition, the number of UMKM's in Indonesia continues to increase from year to year [4].

The objectives to be achieved from the research to be carried out, namely to calculate the value added of fishery product processing business in small and medium micro scale businesses in Cirebon Regency.

MATERIAL AND METHODS

Research methods

The research location was in Cirebon Regency and 10 urban villages were selected. The research preparation in the field starting from the preparation stage up to the preparation of the thesis is carried out for 3 (three) months, from October to December 2019. Sampling in this study was purposive sampling. Purposive sampling technique is a technique of determining and taking samples de-

terminated by researchers with certain considerations [5]

Research procedure

This research was carried out by means of interviews in turn to 10 business actors in each village with an unspecified time pattern. After got the data informations all of them, then in 3 months I succeeded in conducting interviews with all business actors and finished calculating the research data that I had collected using the Hayami method, then made it into the calculation result table.

RESULT AND DISCUSSIONS

The value added of processed of UMKM fishery products in Cirebon Regency that have been inputted includes 10 different processed fishery products, namely meatballs, shrimp paste, smoked fish, pempek, dragon feet, shredded catfish, fish crackers, salted fish, fish paste and boiled fish obtained results diverse. The highest value-added figure is found in salted fish processors with a Rp. 17.503.000 value and the lowest value-added figure found in fish meatball processors with a Rp. 989.000 value. The diversity of added values of the ten processed fish products is obtained from various factors; i.e. including components of production and marketing costs, labor costs are then reduced by the selling price of the product produced and the calculation is accumulated in one month.

NO	COMPANY NAME	TYPE OF PROCESSED	Value Added (Rp)	VALUE ADDED (%)
1	BHAKTI SAMUDERA	FISH MEATBALL	959.000	12,79
2	CIMISBON	SHRIMP PASTE	2.938.800	73,5
3	BUMI TEPI JAYA	SMOKED FISH	2.360.000	29,5
4	H5 FOOD	PEMPEK	2.121.500	28,3
5	NIFARI FOOD	DRAGON FEET	14.689.150	29,4
6	SYAKURAKU	SHREDDED CATFISH	7.094.100	47,3
7	KARYA BAHARI	FISH CRACKERS	1.388.000	69,4
8	ROKHMAT HIDAYAT	SALTED FISH	17.503.000	70
9	YASITI	FISH PASTE	2.069.000	65,7
10	PINDANG SUPER	IKAN PINDANG	5.567.000	74,2
Average			5.668.875	50

Figure 1. The results of the calculation of value added in money and percent

The percentage obtained depends on the expenditure required and income of each type of business. As for other factors that produce a variety of added value figures obtained as follows; Types of raw materials processed, because this is related to competitive market prices; Season, season can cause income instability and also interconnected with the availability of production materials; Rupiah inflation every year which can cause fluctuations in income in the economic activities of the UMKM.

Conclusion

Based on research conducted on the Processed Value Added Analysis of Fishery Products for Micro, Small and Medium Enterprises (UMKM) in Cirebon Regency with a calculation in one month produces a value-added value of fish meatballs with a percentage of 12,79% and in the rupiah of Rp. 959.000, pempek with a percentage of 28,30% and in rupiah Rp.2.938.800, dragon feet with a percentage of 29,40% and in rupiah amounting to 14.689.150, smoked fish with a percentage of 29,50% and in rupiah amounting to 2.360.000, shredded catfish with a percentage of 47, 30% and in rupiahs amounting to Rp. 7.094.100, fish paste with a percentage of 65,70% and in rupiahs with a value of Rp 2.069.000, fish crackers with a percentage of 69,40% and in rupiahs with a value of Rp 1.388.000, salted fish with a percentage of 70,00% and in rupiah Rp 17.503.000, shrimp paste with a percentage of 73,50% and in rupiah Rp 2.398.800, and pindang with a percentage of 74,20% and in rupiah Rp.5.567.000.

The results of this study can be shown that the magnitude of a profit on the product is influenced by the amount of added value.

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