



VALUE ADDED ANALYSIS AND MARKETING OF JAMBAL ROTI SALTED FISH CASE STUDY AT POKLAHSAR JAJAMBEAN IN PANGANDARAN REGENCY

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ABSTRACT

This research aims to analyze the value and marketing of jambal roti products produced by POKLAHSAR JAJAMBEAN, in Pangandaran Regency, West Java – Indonesia. The research method used is descriptive quantitative. The research data was collected by direct field observation as primary data. In addition, secondary data is also used as supporting data. This research took place at the location of making jambal roti 'Kios Damar, Poklahsar Jajambean', Pangandaran East Coast, West Java. The data obtained were analyzed descriptively. Calculation of added value using the Hayami method. Analysis was also carried out on the marketing of jambal roti conducted by "Kios Damar POKLAHSAR JAJAMBEAN. Based on the results and discussion, it can be concluded as follows: a) the added value obtained from processing catfish into jambal roti products by "Kios Damar" is Rp. 69,000/kg, with a value added ratio of 58.97%. Jambal Roti market segmentation "Kios Damar" is a *dynamic attribute segmentation*, the target market is tourists who have the habit of buying Pangandaran typical products as souvenirs. In addition, *static attribute segmentation* is used, the market is located in the tourist area of Pangandaran Beach. The basis of competition for Jambal Roti products in the Pangandaran beach tourism area is product differentiation. Determination of the price of Jambal Roti "Kios Damar" based on cost plus pricing and *Lining Pricing*. Promotions carried out by "Kios Damar" in marketing jambal roti are *personal selling*, through *word of mouth* and through social media such as *Facebook, Instagram, and e-commerce* platforms.

Keywords: promotion, cost plus pricing, market segmentation, souvenirs, quality.

INTRODUCTION

Pangandaran Regency is one of the regencies in West Java which is directly adjacent to the sea. The total area of Pangandaran Regency is 101,092 Ha. The southern region of Pangandaran Regency is directly adjacent to the Indonesian oceanic coastline which stretches across 6 sub-districts with a coastline length of 91 km (Pangandaran Regency in Figures, 2018). This makes Pangandaran Regency has a high fishery potential.

The high production of caught fish in Pangandaran Regency opens up opportunities for fisheries processing business, one of which is salted fish production. Jambal Roti salted fish is one of Pangandaran's specialties. The term Jambal Roti is used because the character of the texture of the meat is easily destroyed after frying like toast with a distinctive aroma. The fish used in processed jambal roti products is ariid catfish (*Arius* spp.). Ariid catfish or manyung fish as for the local name is one of the basic (demersal) fish that live in saltwater. The distribution of ariid catfish in Indonesia is the high seas of Sumatra, and the southern part of Java.

Pangandaran Regency has at least 50 salted fish processing industries, both small and medium industries with the highest number in Pangandaran District. Besides Jambal Roti salted fish, other

processed salted fish found in Pangandaran are salted peda, salted rebon shrimp, salted layur fish, layang salted fish, and salted anchovy.

The part of manyung fish that is used for Jambal Roti salted fish is the fish meat. Fish fillets go through several processes such as separating meat and entrails, washing, salting, washing, drying to produce the final product of Jambal Roti (Suharna, Sya'rani, & Agustini, 2006). Traditional processing of fishery products is a way of processing fishery products that still apply simple technology as an effort to get added value to fishery products or accommodate excess harvests (Rakhmawati, 2017). Value-added analysis studies are aspects that must be studied and researched so that the results of the study are used to decide whether the product can add value to its selling power or not (Sulastri, 2016). This research aims to analyze the value and marketing of jambal roti products produced by POKLAHSAR JAJAMBEAN, in Pangandaran Regency, West Java – Indonesia.

RESEARCH METHODS

This study used a quantitative descriptive method. The research data was collected by direct field observation as primary data. In addition, secondary data is also used as supporting data. This research took place at the location of making Jambal Roti 'Kios Damar, Poklahsar Jajambean', Pangandaran East Coast, West Java. The data obtained were analyzed descriptively. Calculation of added value using the Hayami method. Analysis was also carried out on the marketing of jambal roti conducted by "Kios Damar" POKLAHSAR JAJAMBEAN.

RESULTS AND DISCUSSION

Industrial Profile

Poklahsar Jajambean is a business group in the field of processing fishery products with its flagship product, Jambal Roti salted fish. This business group was established on February 18, 2005 with the inauguration decree number 140/794/kpts/Desa/2011. Kios Damar is a member of Poklahsar Jajambean which is located on the East Coast of Pangandaran, Pangandaran Regency, West Java. Poklahsar itself was established with the aim of helping empower the surrounding community and to increase income. Processed fish products offered apart from jambal roti are rebon, layang salted fish and layur salted fish. In one month, the average production can exceed 2 tons and the production period depends on the production performance and market conditions. Until now, the marketing of Jambal Roti products "Kios Damar" has reached out of town with the sales center located in Pangandaran Regency as a tourist destination and marketing through *e-commerce* managed by third parties.

Jambal Roti processing takes 5-7 days. The processing process begins with removing unused fish parts. Then do the salting on the belly of the fish. Next, the fish were stored for 1 week at room temperature. After that, the fish are washed and dried in the sun. In the processing of Jambal Roti salted fish in Pangandaran, the application of salt is simultaneously carried out in the abdominal cavity and on the surface of the fish meat. This is intended so that the penetration of salt into the inside of the fish meat can take place more quickly, thus preventing spoilage in the inside of the fish meat.

Value Added Analysis

Value added is the value of goods and services added to be used as a unit of production in business activities. In addition, in the added value, services and production factors are also added (Saad, 2018). To get the amount of production value in the Jambal Roti salted fish business, value added analysis is needed, value added analysis is carried out within one month of production, the aim is to determine the level of productivity of the ingredients used as production factors. The following is a table of value added analysis results in the production of Jambal Roti salted fish "Kios Damar" POKLAHSAR JAJAMBEAN.

Table 1. Results of Analysis of the Value Added Production of Jambal Roti Fish

No. Variable	Notation	Value
Output, Input, Price		
1 Output (Kg)	1	4,950
2 Input (Kg)	2	5500
3 Employee Input (HOK)	3	28
4 Conversion Factor	4	0.90
5 Employee Coefficient (HOK)	5	0.01
6 Output Price (Rp/Kg)	6	130,000
7 Employee Wages (Rp) /Production)	7	150,000
Revenue and Profit		
8 Price of Production Material (Rp/Kg)	8	25,000
9 Contribution of Other Inputs (Rp/Kg)	9	23,000
10 Output Value (Rp/Kg)	10	117000
11 a. Added Value (Rp/Kg)	11a	69,000
b. Value Added Ratio (%)	11b	58.97%
12 a. Employee Income (Rp/Kg)	12a	763.64
b. Share of Employees (%)	12b	0.01
13 a. Profit (Rp)	13a	68,236
b. Profit Rate (%)	13b	98.89%
Remuneration for Factors of Production		
14 Margin (Rp/Kg)	14	92,000
a. Employee Income (100%)	14a	0.83%
b. Contribution of Other Inputs (100%)	14b	0.25
c. Profit (%)	14c	0.74

Based on Table 1, the raw material for catfish used for making Jambal Roti in 1 month is 5500 Kg. The production process in 1 month is carried out 4 times. Jambal Roti products produced as much as 4950 kg. The conversion factor obtained was 0.90, indicating that every 1 kg of catfish can produce 0.90 kg of Jambal Roti salted fish.

The workforce used for 1 production process is 6 men who work 8 hours a day. One time production takes 2 days. The length of the working day can also be influenced by other factors, such as an increase in the demand for Jambal Roti salted fish during the holiday weekend, thus making workers take longer than usual. The coefficient of labor required for the production of jambal roti salted fish processing is 0.01. The average employee wage is IDR 150,000/HOK.

The average price of Jambal Roti salted fish is Rp. 130,000/Kg. The average price of catfish raw materials is Rp. 25,000/Kg. The contribution of other inputs in the production of Jambal Roti salted fish is Rp. 23,000/Kg. Other inputs in the business activity of processing Jambal Roti salted fish 'Kios Damar' consist of electricity costs for the use of cold rooms, salt to assist in the fermentation process, as well as other costs such as cigarettes and coffee for workers.

The output value is obtained from the product of the conversion factor and the product price. The output value for this jambal roti product is Rp. 117,000/Kg. The magnitude of the output value

is also influenced by the magnitude of the conversion factor. Based on Hayami's calculations, the added value obtained from processing catfish into Jambal Roti is Rp. 69,000/Kg. The value added is obtained from reducing the value of product output with the price of raw materials and contributions from other inputs. Factors such as the cost of several other inputs besides raw materials affect the amount of added value (Khoiriyah, 2019).

The added value ratio is 58.97%. The added value ratio is $58.97\% > 40\%$, it can be stated that the processing of catfish into salted Jambal Roti has a high added value. Employee benefits of Rp. 763.64/kg of raw materials. The value of employee benefits is obtained from the multiplication of the labor coefficient with the average wage.

Market Segmentation

Market segmentation is the process of dividing a market into meaningful, relatively similar and identifiable segments or groups (Hasnibar, Hamid, & Bathara, 2014). Market segmentation is important because consumers have different needs in each product. Based on observations in the field, the marketing of Jambal Roti products at "Kios Damar" can be divided into several segments, namely the geographical segment and the psychographic segment.

The method of determining market segmentation carried out by "Kios Damar" is using *dynamic attribute segmentation* or viewing the market based on dynamic characteristics that reflect customer characteristics (Prasetyo, Moniharapon, & Loindong, 2017). Dynamic traits in the *dynamic attribute segmentation* that reflect consumer characteristics can be in the form of interests, habits, attitudes, beliefs, and so on (Gutama, 2012). So, the targeted market is tourists who have the habit of buying typical Pangandaran products as souvenirs.

"Kios Damar" also approaches market segmentation through *static attribute segmentation*, which is looking at the market based on the same static properties and does not directly influence the customer's decision to buy (Gutama, 2012). *Geographic segmentation* is a part of *static attribute segmentation* which is also applied to the sale of Jambal Roti salted fish product "Kios Damar". The consumer groupings are based on place, location, and region (Rafika & Suyanto, 2019). Jambal Roti's main marketing target is the Pangandaran Beach tourist area.

Competition

Competition is an action taken by business actors by carrying out various strategies to achieve the desired goals such as obtaining consumer satisfaction (Mardhiyah and Safirin 2021). The existence of business competition will certainly have an impact on strategic competition to gain profits which affects the increase in competition between business actors which is increasingly tight. Based on the results of field observations, competition in the Jambal Roti fish business "Kios Damar" is analyzed based on market structure.

Based on the results of observations for competition in the Jambal Roti fish business "Kios Damar" based on its market structure, it is included in a monopolistic market structure. The monopolistic market structure is a market structure that has the characteristics of a perfect market and a monopoly market (Aminursita and Abdullah 2018). The market conditions in the "Damar Kiosk" market segmentation identified many sellers, the products produced were not homogeneous, the level of competition was very tight, and entering the market was relatively easy (Nasution 2012). Thus, based on the market structure, competition for "Kios Damar" does not only come from the same line of business, but also from a different line of business, namely processed salted fish of other types, thereby making business competition even tighter.

Product differentiation is also carried out to face competition, namely by showing the quality of products that are different from competitors, so that enthusiasts can see the advantages of the products being sold. Kios Damar uses several strategies, such as selling various types of products, namely the "original" Jambal Roti salted fish and fermented Jambal Roti salted fish.

Competition for Jambal Roti products in Pangandaran is also influenced by the government's role in the prevailing policies. The Covid-19 pandemic has had a lot of influence on the policies or regulations imposed by the Pangandaran Regency government so that it affects the

performance of the Jambal Roti fish business at Kios Damar. This policy will have an impact on the distribution process and declining product sales, thus indirectly increasing competition. To be able to face this competition, business actors must be able to develop competitive strategies so that businesses can run well and can generate profits.

According to Hariadi (2003), competitive strategy is a strategy that can affect increased sales by attracting the attention of consumers, strengthening market position, and being able to survive with competitor pressure by developing planned and unplanned strategies in order to gain a competitive advantage (Sari and Susanti 2021). The competitive strategy carried out by Jambal Roti "Kios Damar" is to maintain the quality of Jambal Roti fish and utilize technology in marketing. Jambal Roti product quality is maintained by good processing so that it can keep customers buying the product. The use of technology in marketing is one way to compete so that the product is known by many people.

Pricing System

Pricing is an important and complex part of marketing management, because prices can reflect the quality and position of a product in the same market segment. Determining the wrong price will result in the company experiencing losses because the price set cannot cover all the costs incurred. The purpose of pricing is to ensure the survival and growth of the company and to gain product quality leadership (Ghofur, 2019).

Based on observations in the field, the pricing system for Jambal Roti "Kios Damar" is divided into several systems, namely *Cost-Plus Pricing* and *Lining Pricing*. According to Garisson, et al., (2013) stated that *Cost Plus Pricing* is the process of determining the selling price by calculating the production cost per unit and then adding the desired profit. Swastha in (Moray, 2014) states that the method of determining the selling price based on the *Cost Plus Pricing Method* is the simplest form.

Lining Pricing is the price difference given to each market segment. Price lining is the determination of different price levels in each place (Marga, 2010). Based on field observations, it is known that the pricing system applied by "Kios Damar" on Jambal Roti also uses the Lining Pricing method. Price lining is a strategy used when the industry sells products in various different market segments. Jambal Roti sales to resellers are different from direct consumers (end consumers). The price of Jambal Roti products for resellers is sold for Rp. 100,000 per/kg while at the end consumers are sold for 130,000 per/kg.

Promotion

Promotion strategy is the activity of communicating the advantages of the product and persuading consumers to buy the product (Hasnibar et al., 2014). The promotional technique used in the sale of Jambal Roti products "Kios Damar" is *personal selling*. This type of promotion is an interaction between individuals aimed at creating, improving, controlling, or facilitating mutually beneficial exchange relationships (Dewi, 2016). *Personal selling* is done by entrusting products to stores in Pangandaran until they become sales partners. Promotion is also carried out through word of mouth (*word of mouth*) carried out by distributors to consumers who are satisfied with the product. In this case, tourists are the main consumers who have a role in promoting the product, tourists from outside the region who are satisfied with Jambal Roti products tend to subscribe and recommend the product in their area so as to create relationships between consumers.

Jambal Roti product 'Kios Damar' is not widely promoted through social media such as *Facebook*, *Instagram*, and *e-commerce* platforms. Although there are no promotions carried out by producers through *e-commerce*, currently there are many *resellers* who are promoting through the platform. "Damar Kios" which is incorporated with Poklahsar Jajambeian is under the guidance of the Department of Marine Affairs and Fisheries and Food Security of Pangandaran Regency, where this is indirectly one of the promotional efforts by utilizing associations to become relationships with related agencies. Joining an association will open up opportunities for exchanging information and resources to be able to develop business (Setiyorini et al., 2018).

Conclusion

Based on the results and discussion, it can be concluded as follows: a) the added value obtained from processing catfish into jambal roti products by “Kios Damar” is Rp. 69,000/kg, with a value added ratio of 58.97%. Jambal Roti market segmentation "Kios Damar" is a *dynamic attribute segmentation*, the target market is tourists who have the habit of buying Pangandaran typical products as souvenirs. In addition, using *static attribute segmentation*, the market is located in the tourist area of Pangandaran Beach. The basis of competition for Jambal Roti products in the Pangandaran beach tourism area is product differentiation. Determination of the price of Jambal Roti “Kios Damar” based on cost plus pricing and *Lining Pricing*. Promotions carried out by "Kios Damar" in marketing jambal roti are *personal selling*, through *word of mouth* through social media such as *Facebook*, *Instagram*, and *e-commerce* platforms.

Suggestions

Based on the results and discussion, there are several suggestions to increase added value for the Jambal Roti business, among others, namely a) increasing selling power by updating product packaging to be more attractive b) maintaining the quality of Jambal Roti fish by using quality raw materials and d) increase sales by utilizing technology in marketing

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