

Figure 2. Ciwidey Filled Milkfish Processing Scheme

3. Added Value of Milkfish Processed into Filled Milkfish

Table 2 shows the added value of milkfish processed into stuffed milkfish based on one production process. A single production process produced 500 packs of milkfish (85 kg) with a retail price of Rp. 28.000/pcs (170 grams). Approximately 1,250 fish (250 kg) are needed to produce the Ciwidey Filled Milkfish product. 25,000/kg. The size of this processed milkfish is an average of 200 grams/head.

Table 2. Analysis of the Added Value of Milkfish Contents in Ciwidey

No.	Variable	Score
I Output, Input and Price		
1.	Output/total production (kg)	A 85
2.	Input (Rp/kg)	B 250
3.	Labor (HOK/day)	C 16.8
4.	Conversion Factor	$D = A/B$ 0.34
5.	Labor Coefficient (HOK)	$E = C/B$ 0.067
6.	Product Price/kg	F 164706
7.	Labor Wages (Rp/day)	G 70000
II Income and Profit		
8.	Price of Raw Materials (Rp/kg)	H 25000
9.	Contribution of other inputs (Rp/kg)	I 6067
10.	Output value (Rp)	$J = D \times F$ 56000
11. a.	Added Value (Rp)	$K = J - H - I$ 24933
b.	Value Added Ratio (%)	$L \% = (K/J)\%$ 44.52%
12. a.	Labor income (Rp)	$M = E \times G$ 4704
b.	Labor Benefits (%)	$N \% = (M/K) \%$ 18.87%
13. a.	Profit (Rp)	$O = K - M$ 20229
b.	Profit Rate (%)	$P \% = (O/J) \%$ 36.12%
III Remuneration for Factors of Production		
14.	Margin (Rp/Kg)	$Q = J - H$ 31000
a.	Labor Income (%)	$R \% = (M/Q) \%$ 15.17%
b.	Donations Other inputs (%)	$S \% = (I/Q) \%$ 19.57%
c.	Company Profit (%)	$T \% = (O/Q) \%$ 65.25%

Notes:

Male = 4 (HOK 1)
16 (HOK 0.8)

Based on Table 2, the added value obtained from processing milkfish into stuffed milkfish is Rp. 24993/kg, as opposed to the value-added ratio, is 44.52%. This ratio value is high, meaning that processing milkfish into stuffed milkfish is feasible. The level of profit obtained by the company amounted to 65.25 %.

4. Market Analysis

a. Market segmentation

CV Ciwidey Food used static segmentation, which means the market segmentation is based on the geography of the city, province, and country. The customer segmentation is separated based on their area of residence. Bandeng Isi Ciwidey is distributed to resellers spread throughout Indonesia.

b. *Competitor*

Some of Bandeng Isi Ciwidey's rival competitors are *Bandeng.inn*, *Bandeng Isi MRB*, and *Bandeng Isi Jeletot Bandung*. Rival competitors are industries that sell stuffed milkfish products without thorns and the same raw materials. Rival competitors are defined as industries that sell stuffed milkfish products free of thorns and using the same raw materials. The only difference is the brand.



Figure 2. Milkfish Filled in Ciwidey and Milkfish Inn

In addition to rival competitors, Bandeng Isi Ciwidey also has substitute competitors. Its substitute competitor products are Bandeng Presto Hj. Lilie, Bandeng Presto Ny. Tjong, Bandeng Presto Bunda, Banpres Bandung, and Bandeng Presto Tugu. Substitute competitors are competitors who produce processed milkfish, which will be used as another option when they want to enjoy ready-to-eat products.



Figure 3. Milkfish Presto

Bandeng Isi Ciwidey has new competitors in the Bandung area who are just starting, including the Bandeng Isi Mrs. Soen, and Bandeng Isi Iteung. Newcomer competitors are competitors who sold bandeng isi with promotional distributions that are still below the number of Bandeng Isi Ciwidey's Instagram followers.

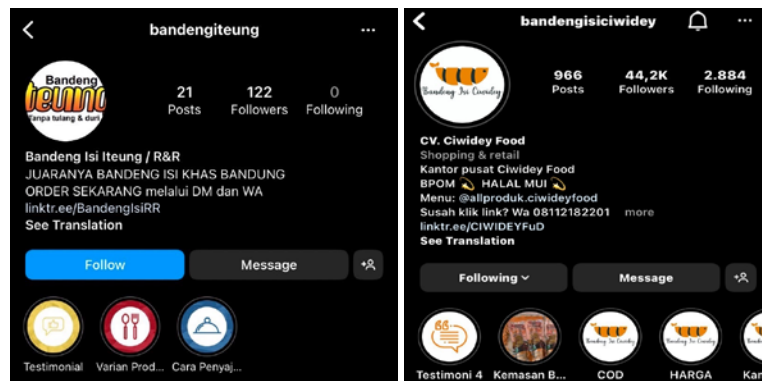


Figure 4. Comparison of the number of followers

c. Pricing

CV Ciwidey Food is used the *Cost-Plus Pricing method*, by adding up the cost of capital and then adding the desired profit. The formula used is:

$$\text{Selling price} = \text{Capital} + \text{Profit percentage}$$

d. Promotion Distribution

The promotion used by Bandung Isi Ciwidey is by utilizing social media such as Whatsapp, Instagram, and also Tiktok. Promotions are carried out by creating interesting content on Bandung Isi Ciwidey's social media accounts and making endorsements to several celebrities.

Conclusion

The results showed that the added value resulting from processing milkfish into stuffed milkfish products was Rp. 24,933/kg. The ratio of added value from processing is 44,52 %. The level of profit obtained by the company amounted to 65.25 %. Marketing analysis of Bandung Isi Ciwidey uses static market segmentation in terms of geographic distribution to resellers spread throughout Indonesia. Based on the results of observations, Ciwidey Milkfish has rival competitors, substitute competitors, and newcomer competitors. Determination of product prices carried out by CV. Ciwidey Food uses the Cost-Plus Pricing method and the promotion uses social media such as Whatsapp, Instagram, and also Tiktok.

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