VALUE ADDED ANALYSIS AND MARKETING OF REBON SALTED PRODUCTS IN THE HOUSEHOLD INDUSTRY "DUA PUTRA" DRIVERAN REGENCY, WEST JAVA-INDONESIA

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ABSTRACT

Pangandaran is a coastal area with abundant fish resources, ada many fish caught by fishermen are processed into pangandaran specialties, one of which is salted rebon, which is famous for being a typical food of pangandaran. The fish processing activities carried out can increase added value. This research aims to analyze the value of rebones processed into salted rebon products. The research method used is the case study method. Data were obtained through observation to the processing unit and interviews. The data were analyzed descriptively. Based on the value-added analysis using the Hayami method, it was obtained that the added value of rebon shrimp was processed into salted rebon of Rp. 3,840 / kg with an added value ratio of 42.67%. The salty rebon salt marketing carried out by Dua Putra not only focuses on Pangandaran but also to the Bogor, Purwakarta, Lampung, and several other cities on the island of Java. The increase in product sales is carried out by the development of packaging and promotion.

Keywords: *Distribution, Packaging, Promotion, Salting, Value Added Ratio*

INTRODUCTION

Pangandaran is a regency area in Indonesia located on the island of Java, precisely in the province of West Java. Pangandaran Regency is mostly coastal, one of the income of the Pangandaran area is obtained from fisheries activities, namely the capture and processing of fishery products. In addition, other regional income is obtained from tourist activities.

The types of fishery products that have been successfully caught in the Pangandaran area are kite fish, mackerel, manyung fish, rebon shrimp, crabs, and squid. The catch is generally processed by the community into Pangadaran specialties, one of which is salty rebon.

Salted rebon is made from rebon shrimp, which is a group of crustaceans. According to Syahrin et al., (2016), rebon shrimp (*Mysis relicta*) belongs to the group of shrimp species that are relatively small in size compared to other types of shrimp. In the country, this shrimp is better known as shrimp paste because this shrimp is the main raw material for making shrimp paste (Astawan, 2009). Rebon shrimp is a zooplankton with a length of 1-1.5cm consisting of a group of Crustaceans, namely Mysidocea acetes and peraedae larvae found around the estuary (Nontji, 1986).

The classification of rebon shrimp is:

Kingdom : Animalia
Phylum : Crustaceae
Class : Arthropoda
Ordo : Malacostraca
Famili : Penaeidae
Genus : Penaeus
Species : *Mysis relicta*

Figure 1. Rebon shrimp

Compared to other shrimp, rebon is much cheaper in price, which ranges from 5,000 to 10,000 rupiah / Kg. Cholesterol content of rebon shrimp is much lower when compared to mammals (Suprapti, 2004). The nutritional content of rebon shrimp per 100 grams can be seen in the table below:

Table 1. Rebon shrimp content

Nutrient Content	Dry Rebon Shrimp	Fresh Rebon Shrimp
Energy (kcal)	299	81
Protein (g)	59,4	16,2
Fat (g)	3,6	1,2
Carbohydrates (g)	3,2	0,7
Calcium (mg)	2.306	757
Phosphorus (mg)	265	292
Iron (mg)	21,4	2,2
Vitamin A (SI)	0	60
Vitamin B1 (mg)	0,06	0,04
Water (g)	21,6	79,0

Source: Syahrin et al., (2016),

The catch of rebon shrimp by Pangandaran fishermen is currently very abundant. The abundant catch of rebon shrimp can at least boost the economy of fishermen and also rebon shrimp processors.

One of the processors of rebon shrimp into salted rebon is the household industry "Dua Putra". The business location of "Dua Putra" is located in Katapang Doyong Village, East Coast of Pangandaran. The salty rebon processing business carried out by Dua Putra has been going on for approximately 10 years. This research aims to analyze the added value and marketing of salted rebon products in the household industry "Dua Putra", Pangadaran Regency, West Java-Indonesia

RESEARCH METHODS

The research method used is the case study method. The research was carried out in the household industry "Dua Putra" located in Lapang Katapang Doyong, East Coast of Pangandaran. This research will take place in September 2022. Data is obtained through observations to industrial sites and interviews with business owners and their workforce. Data analysis was carried out in a discriptive manner, for value-added analysis used the method hayami et al (1987) (**Table 3**).

RESULTS AND DISCUSSION

Overview of Rebon Salted Products

Salted rebon shrimp is one of the processed food products from fisheries in Pangandaran Regency. The main raw material is rebon shrimp. Another additional ingredient is salt. The procedure for making salty rebom schematically is depicted in **Figure 2**.

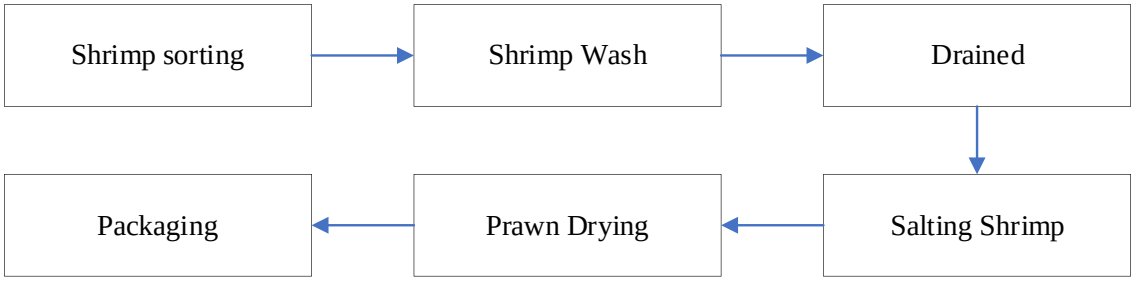

Figure 2. Scheme of making salted rebon shrimp

Based on Figure 2 above, the manufacture of salty rebon is derived from 4 main stages, namely raw material preparation, salting, drying and packaging. Preparation of raw materials, namely shrimp rebon washed under running water, washing is carried out 2 times. The next stage is the salting process. Shrimp are soaked in a 20% saline solution for 3 hours. The next stage is drying. Drying lasts for 1-3 days depending on the weather. The water stage is packaging. Rebon salted products are packed in sizes of 1/4, 1/2 and 1 kg, the packaging material used is polyethylene plastic.

Value Added Analysis of Rebon to Salty Rebon

Based on the results of the analysis that has been carried out, the salty production of rebon shrimp in the salty processing center of the two sons of rebon shrimp produces added value. The calculation of added value at the processing center is carried out per period. The results of the analysis of the added value of salted rebon shrimp using the Hayami method as contained in Table 2.

Table 2. The results of the analysis of the added value of salted rebon shrimp with the Hayami method

Variable	Information	Value	Percentage
Output, Input, Price			
a) Output (kg/period)	A	2500	
b) Raw materials (kg/period)	B	5000	
c) Labor (HOK/period)	C	15	
d) Conversion factor (a/b)	d = a/b	0,500	
e) Labor coefficient (c /b)	e = c/b	0,003	
f) Output price (Rp/kg)	F	18000	
g) Average labor wage (Rp/HOK)	G	100000	
Income And Profit (Rp/kg of raw materials)			
a) Input price (Rp/kg of raw materials)	H	4500	
b) Donation of other inputs (Rp/kg of raw materials)	I	660	
c) Output value	j = d x f	9000	
d) Added value	k = j-h-i	3840	
e) Value-added ratio	1 % = (k/j) x 100%	0,427	42,67%
f) Labor rewards	m = and x g	300	
g) Labor section	n % = (m/k) x 100 %	0,078	0,7%
h) Advantage	o = k-m	3540	
i) Profit Rate	p % = (o/k) x 100%	0,922	92,19%
Reciprocity Period factors			
a) Margin (Rp/Kg)	q = j-h	4500	
b) Labor income	r % = (m/q) x 100%	0,067	6,67%
c) Other input donations	s % = (i/q) x 100%	0,147	14,67%
d) The advantages of the company	t % = (o/q) x 100%	0,787	78,67%

The salty production of rebon shrimp for one period can reach 5 tons with the required salt of 1.5 tons. The conversion factor of products from the required raw materials is 0.5%. For permanent employees there were 6 people, but at the time of production the high number of employees increased to 15 people. The required workforce is 15 HOK / Period. The labor coefficient is 0.003% /period. Descriptive use of labor in the manufacture of salty rebon in the Household Industry "Two Sons"as illustrated in **Table 3**.

Table 3. The Use sssof Labor in Rebon Salt Processing Activities in the Household Industry "Two Sons"

No	Activities	Time	Many Workers	Information

1	Sort Rebon Shrimp	1 - 2 Hour	6 - 8	Sorting shrimp from garbage and other types of fish after being obtained from fishermen
2	Shrimp washing	1 - 2 Hour	6 - 8	Shrimp will be washed after sorting to be hygienic
3	Drained	1 – 2 Hour	6 - 8	Reduction in the amount of water before salting
4	Salting	1 night	8	- Salting is carried out in fiber ponds - Length of salting that is for one night
5	Shrimp drying	1 - 3 Days	7	The length of drying will depend on the intensity of the sun's light
6	Packaging	1 - 2 Hour	7	Packaging only uses plastic packaging at a weight of 1 Kg

The price of raw materials, namely rebon shrimp from fishermen, is RP. 4.500,-/Kg. Prices are subject to change depending on seasonality. Another input value of salted shrimp rebon production is Rp.660,-/Kg. The price of rebon shrimp salted products is Rp.18.000,-/Kg, the ouput value is Rp.9.000/Kg. The added value obtained from processing 1 Kg of rebon shrimp is Rp.3.840,-/Kg. This added value is obtained from the reduction of the value of the product by the value of the price of raw materials and the value of other inputs. The value-added ratio is a comparative value between added value and production value. From the salty production of rebon shrimp, it produces a value-added ratio of 42.67%. It can be said that the salty processing of rebon shrimp provides high added value.

The reward for labor processing salted shrimp rebon is obtained from the labor coefficient multiplied by the average labor wage of Rp.100,000,-. Direct labor income is obtained from the direct labor coefficient multiplied by the direct labor wage of Rp.300,-. The percentage of labor wages to value added is 9%. The amount of profit obtained from the processed salted rebon shrimp is Rp. 3.540,- or if the percentage is 92.19% of the product value. This profit is obtained from each sale of the results of salty processing of rebon shrimp.

The results of the value-added analysis (**Table 2**) can show the margin of the raw materials distributed to labor wages, the contribution of other inputs and the profits of the enterprise. Margin is the difference between the value of the product price of salted raw materials for rebon shrimp per kilogram per 1 Kg of salted shrimp rebon obtained in the amount of Rp.3,840,- which is distributed to labor wages of 7.81%. Other input contributions amounted to 17.19% and company profits amounted to 75%. The company's profit obtains the highest value compared to labor wages and other input donations.

How to Increase Added Value

Basedon the results of observations that have been made, there are several suggestions to be able to increase the added value more optimally so that it can reduce input costs and increase output prices in the Dua Putra Household Industry in making rebon shrimp milk. These suggestions include:

1. Using a Drying Oven

Currently, the drying of rebon shrimp is still carried out using sunlight, but the problem that often occurs is that if the weather is rainy, the drying or drying process cannot be is carried out and takes up to 4 days of drying time and if the rebon shrimp is not completely dry it will degrade the quality of the product. However, using a drying oven can speed up the drying process and can reduce the output costs incurred for workers' wages and reduce the number of workers (HOK). In terms of the costs incurred to buy a drying oven tool, it is quite expensive, it needs a fairly high capital, however, for its use in the period of time The length of this tool is very useful because it can streamline the time needed for the drying process and is not constrained by weather factors.

2. Changing packaging

Changing the packaging with a more attractive one aims to expand market segmentation and be able to compete with other products so that it will increase the added value of the rebon shrimp salted product. With better packaging and a more attractive design, it can facilitate the reach of marketing to various stores or parties such as minimarkets or supermarkets.

Marketing Analysis of Rebon Salted Products

The sale of rebon salted fish is carried out by selling it directly, 2 Putra is one of the famous salted fish industry houses on the East Coast, Pangandaran. Its strategic location, with the existence of parking lots and being in other salted fish industry environments makes the promotion of this product passively. Another thing that is done to market this product is with promos for buyers who buy a lot of products, as well as for tour guides who bring tourists dating to the location. Promos in the form of discounts and additional goods provided. The distribution of salted gold rebon 2 Putra is carried out to severalcities in Indonesia such as Bogor, Purwakarta, Lampung, and several other cities on the island of Java.

2 Putra has his own way of attracting the attention of consumers salted rebon shrimp, namely by holding promotions and developing packaging. Packaging development is carried out by using plastic packaging. Before using plastic as packaging, the 2 Putra industry used leaves or just stored them in baskets.

In addition to promoting and developing packaging, the 2 Putra industrial house also has advantages in its distinctive taste and drier texture so as to make salty rebon more durable and delicious in its processing. Although the price is more expensive compared to other industrial houses, this makes it a distinctive that distinguishes it from other industrial home processing competitors so that buyers buy more at The Industrial House 2 Putra

Conclusion

Based on the value-added analysis using the Hayami method, it was obtained that the added value of rebon shrimp was processed into salted rebon of Rp. 3,840 / kg with an added value ratio of 42.67%. The salty marketing of salted rebon carried out by Dua Putra not only focuses on Pangandaran but also to the Bogor, Purwakarta, Lampung, and several other cities in Java Island. The increase in product sales is carried out by the development of packaging and promotion.

Suggestion

Increasing the added value of rebon shrimp into salted products of rebon shrimp in the Dua Putra household industry can be done: a) changing the drying method, namely from natural drying (drying) to artificial drying (using a drying oven) and b) improving the appearance of plastic packaging through labeling.

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