VALUE ADDED AND MARKETING ANALYSIS OF NORI CHIPS "NORIbet" MIKRO, SMALL AND MEDIUM ENTERPISES (MSMEs) IN BANDUNG-INDONESIA

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ABSTRACT

This article aims to analyze the added value and marketing of nori chips "NORIbet". The research method used is the case method. Data used is the primary data obtained through interviews directly with the manufacturer chips nori "NORIbet". Based on the analysis of value-added calculations using the Hayami method, the added value of manufacturing chips nori with NORIbet brand is Rp. 219.500/ kg. The value of its value-added ratio is 73.17%, belonging to the group of high value-added ratios. The profit obtained by NORIbet from processing semi-finished nori into nori chips is Rp. 201.722,22 with a percentage of profits of 91,09%. Nori chips market segment " NORIbet is a psychographic segmentation. Competitors noribet chips on the same market segmentation consists of nori chips "mama likes", " kreyez", and "tao kae noi". The basis of competition is the cost advantage. Nori chips pricing done by NORIbet is penetration pricing*. Promotions conducted by " NORIbet" are online and offline*.

Keywords: - *Pricing, Basic Competition, Promotion, Profit Level, Market Segmentation*

1. INTRODYCTION

Seaweed is a fishery commodity that has a competitive market economic value in both domestic and foreign markets. Seaweed contains high cellulose, so it is used for food rich in fiber. Panga material rich in fiber is very useful to facilitate the disposal of feces and bowel cancer in humans.

Seaweed as foodstuffs is processed into soup, dodol, nori, and others. Nori products are currently much-loved if the people of Indonesia. Nori is used to complement rice, snack, or accompany sushi and ramen [1].

One of the nori producers in Bandung is Noribet, Micro, Small, and medium enterprises (MSMEs). This effort has been going on for over 9 years. Norbert is one of the locally made nori products with a target market in the category of students and young people at a relatively affordable price. This article aims to analyze the added value and marketing of nori chips "NORIbet"

2. METHODS

This study was conducted in MSME nori chips" NORIbet " located on Jl. Turangga Timur, No. 21 A, Lengkong District, Bandung City, West Java-Indonesia. The study was conducted in a deliberate manner (*purposive*) based on the consideration that the location is the first and only Nori snack-producing center located in

Bandung. The Data used are primary data obtained through interviews directly with the manufacturer chips nori "NORIbet".

Value-added calculation method using the Hayami method, which can be systematically formulated as follows (Table 1) :

Table 1. Value added calculation using The Hayami Method

No.	Variabel	Unit	Formula
	I. Output, Input and Price		
1.	Output	Kg	(1)
2.	Input	Kg	(2)
3.	Direct Labor	HOK (Hr Org Krj)	(3)
4.	Conversion Factors		(1)/(2)
5.	Direct Labor Coefficient	Rp/HOK	(3)/(2)
6.	Output Price	Rp/Kg	(6)
7.	Direct Labor Wages	Rp/HOK	(7)
	II. Reception and Profit		
8.	Raw Material Price	Rp/Kg	(8)
9.	Other Input Contributions	Rp/Kg	(9)
10.	Output Value	Rp/Kg	(10) = (4×6)
11.	a. Added Value	Rp/Kg	(11a) = (10) – (8) – (9)
	b. Value-Added Ratio	%	(11b) = (11a) / (10) × 100%
12.	a. Labor Income	Rp/Kg	(12a) = (5) × (7)
	b. Labor Section	%	(12b) = (12a) / (11a) × 100%
13.	a. Profit	Rp/Kg	(13a) = (11a) – (12a)
	b. Profit Rate	%	(13b) = (13a) / (11a) × 100%
	III. Remuneration of Owners of Factors of Production		
14.	Margin	Rp/Kg	(14) = (10) – (8)
	d. Labor Income	%	(14a) = (12a) / (14) × 100%
	e. Other Input Contributions	%	(14b) = (9) / (14) × 100%
	f. Company Profit	%	(14c) = (13a) / (14) × 100%

Source: Hayami (1978) in Rangkuti *et al.* (2022) [2]

3. RESULT AND DISCUSSION

3.1 Value Added Analysis NORIbet

NORIbet is one of the MSMEs engaged in seaweed management located on Jl. Turangga District Lengkong, Bandung, West Java-Indonesia. UMKM was established in 2013. Raw materials used in making nori products are semi-finished nori derived from seaweed type *Porphyra* and *Ulva*. Procurement of raw materials comes from suppliers in the city of Bandung. One-time production, requires raw materials as much as 18 kg of seaweed, with a purchase price of Rp. 75.000. Nori products obtained by 9 kg. Nori is marketed in 2 forms of packaging, namely packaging 10 gr sold Rp. 6000 and packaging 30 gr sold Rp. 18.000.

The value-added analysis is the value obtained from the difference in the value of raw materials with the value of the product. Added value is the value added to a product because a product will go through various production processes. The method used in calculating the added value of seaweed in processed products in the form of nori is using the Hayami method. The analysis of the added value calculation is shown in Table 2

Table 2. The added value of making NORIbet seaweed chips in Bandung

No.	Variabel	Unit	Formula
	I. Output, Input and Price		
1.	Output	Kg	9
2.	Input	Kg	18
3.	Direct Labor	HOK (Hr Org Krj)	6,4
4.	Conversion Factors (1/2)		0,5
5.	Direct Labor Coefficient (3/2)	Rp/HOK	0,3555556

6.	Output Price	Rp/Kg	600.000
7.	Direct Labor Wages	Rp/HOK	50.000
	II. Reception and Profit		
8.	Raw Material Price	Rp/Kg	75.000
9.	Other Input Contributions	Rp/Kg	5.500
10.	Output Value (4x6)	Rp/Kg	300.000
11.	a. Added Value (10-8-9)	Rp/Kg	219.500
	b. Value-Added Ratio (11a/10)	%	73,17
12.	a. Labor Income (5x7)	Rp/Kg	17.777,778
	b. Labor Section(12a/11a)	%	8,0992154
13.	a. Profit (11a-12a)	Rp/Kg	201.722,22
	b. Profit Rate (13a/11a)	%	91,900785
	III. Remuneration of Owners of Factors of Production		
14.	Margin (10-8)	Rp/Kg	225.000
	d. Labor Income (12a/14)	%	7,9012346
	e. Other Input Contributions (9/14)	%	2,4444444
	f. Company Profit (13a/14)	%	89,654321

Based on these calculations (Table 2), the value of the conversion factor is 0.5, meaning that 1 kg of semi-finished nori will produce 0.5 kg of nori chips. The conversion factor itself is a comparison between the production results obtained with the number of raw materials used. The greater the conversion factor, the more efficient the conversion of raw materials into products is.

The labor coefficient is the quotient between labor and raw materials used, or in other words the amount of labor needed to process one kg of seaweed raw materials into nori. The value of the labor coefficient is 0.356, meaning that in a day each worker is able to process 0.356 kg of semi-finished nori

Labor wages are the amount of money that must be paid by the company to employees. The average wage earned by each worker in processing nori chips in one day is Rp. 50,000. Labor wages are highly dependent on the regional minimum wage.

The added value is obtained from the difference between the value of raw materials and the value of the product. The amount of added value obtained is influenced by various factors such as the cost of contributing other inputs. The added value of processing seaweed into nori is Rp. 219,500/kg and the value-added ratio is 73.17%.

Labor income is Rp. 17,777,778 /kg, meaning that in one kg of nori, workers get a reward of Rp. 17,777,778, while the labor share is the ratio of labor income with added value with a value of 8.09%.

The profit obtained by NORIbet from processing semi-finished nori into nori chips is Rp. 201,722.22 with a profit percentage of 91.09%.

3.2 Marketing Analysis Of Nori Chips "NORIbet"

Marketing analysis of a product is very important to get maximum market share and become a product leader. Several things that need to be done before the product is ready to be marketed are determining market segmentation, identifying competitors, and determining prices and promotions.

Market segmentation is the activity of grouping heterogeneous markets into homogeneous ones [3]. The purpose of market segmentation is to determine the differences between consumers because each consumer has a different selection of goods. Competitor identification is grouping competitors in the same market segmentation into three types of competitors, namely rival competitors, substitute competitors, and new entrants. Pricing is to provide product selling value to consumers for the products offered. Promotion is to introduce and open the need for products offered to consumers.

Based on the observations that have been made, the market segmentation of NORIbet's nori chips is a psychographic segmentation. This segmentation targets consumers among stylish teenagers who like contemporary and healthy products.

NORIbet's chips competitors in the same market segmentation consist of "mama likes", "kreyez", "tao kae noi" nori chips. The basis of the competition is cost advantage, which is to offer competitive prices.

Based on the competition, NORIbet's determination of the price of nori chips is penetration pricing, which is a price that is acceptable to the market. The price of nori chips in this market segment is between Rp. 6.000, - up to Rp. 6.500,- per pack of 10 grams.

The promotions carried out by "NORIbet" are online and offline. Online the company uses advertising through social media Instagram, while offline by placing banners in front of the production house and participating in various exhibitions or MSMEs events.

4. CONCLUSIONS

Based on the analysis of the added value calculation using the Hayami method, the added value of making nori chips with the NORIbet brand is Rp. 219,500/kg. The value-added ratio is 73.17%, including the high value-added ratio group. The profit obtained by NORIbet from processing semi-finished nori into nori chips is Rp. 201,722.22 with a profit percentage of 91.09%. Nori chips market segment “NORIbet is a psychographic segment. NORIbet's chips competitors in the same market segmentation consist of “mama likes”, “kreyez”, and "tao kae noi". The basis of the competition is the cost advantage. NORIbet's pricing for nori chips is penetration pricing. The promotions carried out by "NORIbet" are online and offline.

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