

# VALUE ADDED ANALYSIS OF “DIANA” SHRIMP DIMSUM MAKING IN CIPADUNG KIDUL VILLAGE, PANYILEUKAN DISTRICT, BANDUNG CITY, WEST JAVA

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## ABSTRACT

*This research aims to analyze the added value of shrimp processed into dimsum and to analyze the marketing carried out by MSME "Diana". The method used is a case study method. Types of data sources are primary and secondary data. Data analysis used a quantitative approach, namely the analysis of the added value of the Hayami method. Marketing data analysis is done descriptively. Based on the research results, it was found that the added value of processing fresh shrimp into dimsum products is Rp. 221,000.00,- /kg with a value added ratio of 50.11%. Marketing analysis Dimsum "Diana" is as follows : The market segmentation is based on the geographical method where the target customer is in the Bandung City Region. The rival competitors (dimsum products with different brands) are 34 products and substitute competitors, which is meatballs and dumplings, are 42 products. The pricing method is based on Cost Plus Pricing. Promotion using social media like Whatsapp.*

**Keyword:** Business, Geographic, Cost plus pricing, Promotion, and Competitors.

## 1. INTRODUCTION TITLE

In today's era, changes that occur in the business environment make competition between companies in seizing the market very competitive. Activities are important in controlling and assessing dynamic environmental performance. Activity management is a process of identifying activities carried out by the company, determining their value to the company, selecting and implementing activities that add value to consumers, identifying or eliminating all non-value-added activities and improving value-added activities so as to result in cost reductions (Sitorus, Poputra, and Runtu, 2014). Seeing the importance of managing company activities, every company needs to analyze and identify the activities that occur in the company.

Added value is a techno-economic process that requires skills and expertise, technology, creativity and innovation, managerial, entrepreneurship, capital, cooperation, and market control to create it. Businesses generally produce goods and services by adding value to inputs. The higher the added value created, the more valuable the product.

Dimsum is a snack that is an important part of Chinese cuisine. The types are very diverse, because all cakes and appetizers can be categorized as dimsum. Usually dimsum is eaten as breakfast. Dimsum which in Mandarin means touching the heart is a dish consisting of several types of small food. This small size makes dimsum at first just a snack to accompany drinking tea. Nowadays dimsum is very popular among people all over the world. The dish consists of several types of food, including dumplings, fung zau, chicken feet, or fried dumplings, hakau containing shrimp, gyoza or steamed dumplings, and xiaolongbao, which are dumplings in which there is gravy. Dimsum is usually served in small steamer baskets with one type of dimsum in each basket.

Shrimp are small invertebrates whose place of life is in fresh water, fresh water and salt water. There are more than 2000 species of shrimp, and generally their body size ranges from 2 cm to 23 cm. From its anatomy, shrimp have 10 pairs of legs 2 sensor antennas. Basically, shrimp are omnivores that eat plants and small animals. In breeding, female shrimp are able to lay eggs up to hundreds of grains and are placed on the female's feet. After hatching, the chicks are very small and about the size of a plankton. These young shrimp spend their time floating in the water. But it has started to grow, the young shrimp begin to sink to the bottom of the water and begin to change their shells until they reach the adult shrimp stage.

Shrimp dimsum is a dish served in small portions and includes meat, seafood and vegetables, as well as dessert and fruit. This dish is usually served in a small steaming basket or on a small plate. Almost all restaurants, especially Chinese restaurants, must have this small-shaped menu dish. Shrimp dimsum is a type of food that is often consumed and in demand by Asian people, especially the East Asia region (China, Japan, and Korea). This food resembles dumplings, but the difference between dimsum and dumplings lies in the raw material for making it, where dimsum is made using raw materials from seafood.

Micro, Small and Medium Enterprises "Dimsum Diana" develop many fishery products, one of which is shrimp dimsum. Shrimp dimsum is a processed food made from shrimp which is then added with flour and vegetables to have a chewy texture. This MSME has been running for six years and is well known. This research aims to analyze the added value of shrimp processed into dimsum and to analyze the marketing carried out by MSME "Diana"

## 2. RESEARCH METHODS

The research was conducted in the Diana Dimsum processing industry on Jalan Sauryunan V No. 5. Cipadung Kidul, Panyileukan, Bandung City, West Java-Indonesia. This research was conducted in October 2022. The method used is a case study method. Types of data sources are primary and secondary data. Primary data is a data source that directly provides data to data collectors (Sugiyono, 2009). Supported by the opinion of Kriyantono (2010) primary data is data obtained from the first data source or first hand in the field. Primary data were obtained from interviews with the owners and workers of "Dimsum Diana". Secondary data is a source of data obtained by reading, studying and understanding through other media sourced from literature, books and company documents (Sugiyono, 2010). 2009). The data analysis method used a quantitative approach, namely the value added analysis of the Hayami method (Table 1). Value added is the added value that occurs because one commodity undergoes processing, transportation and storage in a production process with the use/providing of functional inputs (Hayami et al, 1987).

Table -1

DESCRIPTION	SCORE
<b>OUTPUT, INPUT, PRICE</b> 1. Output (kg/prod) 2. Raw material (kg/prod) 3. Labor (HOK/prod) 4. Conversion factor (1/2) 5. Labor coefficient (3/2) 6. Output price (Rp/kg) 7. Labor average wage (Rp/HOK)	a b c $d = a/b$ $e = c/b$ f g
<b>INCOME AND PROFIT (Rp/kg raw material)</b> 8. Input price (Rp/kg raw material) 9. Other input contribution (Rp/prod) 10. Output value (4 x 6) 11. a. Value added (10 – 9 – 8) b. Value added ratio ((11a/10) x 100%) 12. a Labor benefits (5 x 7) b Share of labor ((12a/11a) x 100%) 13. a Profit (11a – 12a) b Profit Rate ((13a/11a) x 100%)	H i $j = dx f$ $k = j - h - i$ $l \% = (k/h) \times 100\%$ $m = ex g$ $n \% = (m/k) \times 100\%$ $o = k - m$ $p \% = (o/k) \times 100\%$
<b>REPLY PRODUCTION FACTOR</b> 14 Margin (10 – 8) (Rp/Kg) a. Labor income ((12a/14) x 100%) b. Other input contributions ((9/14) x 100%) c. Company profit ((13a/14) x 100%)	$q = j - h$ $r \% = (m/q) \times 100\%$ $s \% = (i/q) \times 100\%$ $t \% = (o/q) \times 100\%$

Source: Hayami et al. (1987)

Dimsum "Diana" marketing analysis was carried out on market segmentation, identification of competitors, pricing and promotion. The data obtained were analyzed descriptively.

### 3. RESULTS AND DISCUSSION

#### 3.1 MSME Profile Diana's Dimsum Products

MSME Diana Dimsum Product is one of the business units in the field of processing shrimp into dimsum products. Business owners and employees belong to the productive group (25-53 years). Business owners with a bachelor's degree in education and employees with an average of high school education, 6 years of business experience, 5 family members. Based on these characteristics it will be possible to further develop the shrimp agroindustry. The purpose of the establishment of the Dimsum Diana MSME is to help the family's income,

#### 3.2 Shrimp Dim Sum Processing

To make Shrimp Dimsum, you need raw materials and complementary ingredients such as shrimp meat, tapioca flour, dumpling skin, scallions, carrots, and complementary seasonings. The steps to make shrimp dim sum are:

1. First, wash the shrimp under running water until clean. After that the shrimp is finely chopped.
2. Next, grate the carrots, chop the scallions, finely chop the chayote, and grate the garlic.
3. Prepare tapioca flour then mix all the ingredients, add flavoring and mix until smooth. After that, cover tightly with plastic and put in the refrigerator for about 1 hour.
4. Take the dumpling skin and fill it with shrimp mixture that has been cooled in the refrigerator, then bend the four ends until they stick, to make it easier when bending the tip of the dumpling skin, put a little water on the end of the skin.
5. Do the same process until all the dumpling skins are finished with the shrimp mixture filling.
6. Next, prepare a steaming pot that has been filled with enough water and wrap the lid of the pot using a clean cloth so that the steam does not drip.
7. Then put a base with banana leaves on the inside of the steaming pot (placed on a filter). Wait until the water boils.
8. If the water is already boiling, then put the shrimp dimsum into the steaming pot and don't forget to leave some distance between the dimsums. Steam the shrimp dim sum for about 20 minutes until the shrimp dim sum is cooked.
9. After the shrimp dimsum is cooked, remove and place the shrimp dimsum on a serving plate.

**Table -2:** Tools and materials used in making Shrimp Dimsum

Other input contributions	Original price (Rp)	1 x production	Price for 1x production (Rp)
milling machine	5,000,000/5 years	1 day	2,700
steamer	240,000/2 years	1 day	400
stove	600,000. 3 years	1 day	600
Gas	24,000/4 days	1 day	6,000
Oil	14,000/ liter	1/4 liter	3,500
microwave plastic container	500/1 box	100 boxes	40,000
tapioca flour	3,000/kg	1.8 kilo	5,400
chayote	6.000/kg	1.8 kilo	10,800
dumpling skin	10,000/200pcs	1000pcs	50,000
chili oil	15,000/production	1x	15,600
mayonnaise	25.000/ production	1x	25,000
<b>Total</b>			<b>160,000</b>

### 3.2 Added Value Shrimp processed into Shrimp Dimsum

In one production process, 1080 pcs (37.80 kg) dimsum products are obtained with a selling price of Rp. 3,500.00,-/pcs (60 grams). To produce dimsum products, 18 kg of fresh shrimp are needed at a price of Rp. 60,000.00,-/kg. The conversion factor is 2.10, which means that 1 kg of fresh shrimp raw material produces 2.10 kg of dimsum.

**Table -3:** Analysis of Added Value of Shrimp Dimsum

DESCRIPTION	SCORE
<b>OUTPUT, INPUT, PRICE</b>	
1. Output (kg/production)	37.80
2. Raw material (kg/production)	18.00
3. Labor (HOK/production)	1.60
4. Conversion factor (1/2)	2.10
5. Labor coefficient (3/2)	0.76
6. Output price (Rp/kg)	210,000.00
7. Average wage of labor (Rp/HOK)	85,000.00
<b>INCOME AND PROFIT (Rp/kg raw materials)</b>	
8. Input price (Rp/kg raw material)	600.00
9. Contribution of other inputs (Rp/production)	160,000.00
10. Output value (4x6)	441,000.00
11. a. Value added (10-9-8)	221,000.00
b. Value added ratio ((11a/10) x 100%)	50.11
12. a. Labor benefits (5x7)	64,761.90
b. Labor share ((12a/11a) x 100%)	29.30
13. a. Advantage (11a-12a)	156,238.10
b. Profit rate ((13a/11a) x 100%)	35.43
<b>REPLY PRODUCTION FACTOR</b>	
14. Margin (10-8) (Rp/kg)	381,000.00
a. Labor income ((12a/14) x 100%)	17.00
b. Other input contributions ((9/14) x 100%)	41.99
c. Company profit ((13a/14 x 100%)	41.01

**Notes:**

Female = 2 (HOK 0.8)

There are 2 workers in the dimsum processing process who work an average of 1.60 HOK/production with a daily wage of Rp. 85,000.00,-/HOK. Other input contributions issued are Rp. 160,000.00,- kg/production, other input contributions consist of depreciation of equipment and auxiliary materials. The amount of profit obtained from the processing of fresh shrimp is Rp. 156,238.10,-/kg with a profit rate of 35.43%.

Based on Table 2, the added value obtained from processing fresh shrimp into dimsum is Rp. 221,000.00,-/kg and the value added ratio is 50.11%. This added value figure is high, meaning that the processing of shrimp into dim sum is feasible. Each processing of 1 kg of shrimp into dimsum produces a margin of Rp. 381,000.00,- which is distributed for each factor, namely labor income of 17%, contribution of other inputs of 41.99% and company profits of 41.01%.

### 3.3 Market Analysis

#### Market segmentation

The market segmentation used by Dimsum Diana is static segmentation. Dimsum Diana products use geographic segmentation where the target customer is the Bandung City Area

#### Competitor

Dimsum Diana has 34 dimsum sellers in Bandung, including "Red Dimsum", "DU Dimsum", and "Dimsum Boss". Rival competitors are industries that sell shrimp dimsum products and the same raw materials.



**Fig -1:** Red dimsum and Dimsum boss

In addition to rival competitors, Diana's Dimsum products also have substitute competitors, namely meatballs and dumplings totaling 42, including "Siomay Mj", "Siomay Popoh", and also "Bakso KumKum". Substitute competitors are competitors who produce processed products from the same raw materials but in different shapes.

#### Pricing

The pricing used by Dimsum Diana is using the Cost Plus Pricing method, this method is used by adding up the cost of capital and then adding the desired profit.

The formula used is:

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

#### Promotion Distribution

The promotion used by Dimsum Diana is by using social media such as Whatsapp. In addition, direct promotion is also used.

### 4. CONCLUSIONS

Added value of processing fresh shrimp into djimsum products is Rp. 221,000.00,- /kg with a value added ratio of 50.11%. Marketing analysis Dimsum "Diana" is as follows: The market segmentation is based on the geographical method where the target customer is the Bandung City Region. The rival competitors (dimsum products with different brands) are 34 products and substitute competitors, namely meatballs and dumplings, are 42 products. The pricing method is based on Cost Plus Pricing. Promotion using social media such as Whatsapp.

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