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Value Added Business of Milk Fish Pond in Pinrang Regency

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Abstract

Milkfish is no longer just a superior commodity in Pinrang Regency, but it has become an inflation suppressor in South Sulawesi, so that representatives of Bank Indonesia South Sulawesi have made the milkfish commodity a development cluster in Pinrang Regency. This study aims to analyze the added value of various types of milkfish products processed by milkfish processing household industries in Pinrang Regency. The research was conducted in Pinrang Regency, South Sulawesi Province. The location selection was carried out purposively with the consideration that the location is an area where milkfish processing is located. The respondents used were one home industry. The data analysis used is descriptive qualitative method of data and information and Hayami method. The results showed the added value produced by the processing of boneless fish products with a small size of Rp. 3,450,-/head, medium size Rp. 6.182,-/head, large size Rp. 15,972,-/fish, shredded fish bone product Rp. 41,991,-/pack and Meatball products Rp. 60,923,-/ pack. This shows that the development of the milkfish processing industry provides added value (positive). It is hoped that the government can further develop the milkfish processing industry in Pinrang Regency because it can provide beneficial value for milkfish farmers.
Keywords: Value Added, Products, Milkfish

A. Introduction

Milkfish is one of the superior fish cultivated in brackish water ponds . The advantages of these fish can be grown in the traditional cultivation techniques, are herbivores,capable ofadapting tochanges in theenvironment, resistant to attack the disease, can be cultivated with animals other like shrimp. In the market, milkfish is quite attractive to the public. This is because milkfish has a distinctive taste and currently its management has been carried out in various ways, milkfish contains many benefits if consumed frequently, some of thesebenefits are to prevent coronary heart disease , lower cholesterol, improve bone and denta l health, and help growth fetus for pregnant women .

Based on the annual report of the Department of Marine Affairs and Fisheries (2018), it is written that milkfish is no longer just a leading commodity in Pinrang Regency, but is a suppressor of inflation in South Sulawesi so that representatives of Bank Indonesia South Sulawesi make milkfish commodity as a development cluster in Pinrang Regency. The

development of milkfish in Pinrang Regency continues to be carried out through the implementation of milkfish cultivation systems and technology based on good fish farming practices (CBIB) to increase the productivity and quality of milkfish.

As a special product that is used as a commodity to be able to suppress the inflation rate at the provincial level, milkfish production in Pinrang Regency from 2015 has increased until now. Data from the Central Statistics Agency for Pinrang Regency (2020), the amount of milkfish production in Pinrang Regency has continued to increase since 2015 which was 19,383.90 tons/ha and in 2019 it became 20,236.00 tons/ha.

Fish needs not only be separated on demand fresh fish course, still there are chances large in some segments of the business that relates closely to the diversification processed. As in Pinrang Regency, there are several home industries that produce processed milkfish into a finished product that is ready to be marketed. Processed milkfish products include boneless milkfish, shredded milkfish, and milkfish meatballs.

The added value (added value) itself replaces the value of a product or commodity due to processing, transport or storage in a production become much better. With the effort that changed the shape of the primary into a product just the more high-value economic after through the process of processing, it will be able to provide value-added for incurred costs that form the price of the new that is high and the profit is great when compared to being sold in the form of fresh fish. This research was conducted to determine the pattern of profit sharing, income and added value if milkfish in Pinrang Regency.

B. Methodology

1. *Research Design*

Milkfish *(Chanos-chanos)* is one of the commodities that can be obtained from the aquaculture sector. The utility of the milkfish processing group can be increased through product customization, high quality, cost reduction and distribution speed with integrated revenue-sharing management. Product procurement activities, conversion into semi-finished goods and final products, and delivery to final consumers .Milkfish is a fishery commodity that has bright prospects in both the domestic and export markets. One of the largest milkfish producing areas is Pinrang Regency, the demand for milkfish in Pinrang Regency continues to increase, but the amount of production has not been able to meet the market demand for milkfish even though production increases every year.

Livelihood as cultivators of milkfish ponds is the main job for residents who live in coastal and coastal areas of Pinrang Regency. The resources that support this area become one of the largest milkfish producers in the province of South Sulawesi and even Indonesia.The milkfish processing industry in Pinrang Regency is an industry that processes milkfish into a finished product on a household scale. Processed milkfish products include shredded milkfish, presto milkfish and fish balls.

Analysis of added value in the milkfish processing industry was analyzed using the Hayami method. To find out the added value, it is necessary to know the costs, revenues and income of the milkfish processing industry. In addition, it is necessary to know the costs, revenues and income of milkfish farming.

2. *Participants/Respondents/Population and Sample*

In this study, because the population is relatively small, the respondents who are taken in this study are home industries of milkfish processing who are also land owners or cultivators of ponds that use a milkfish production sharing system in Pinrang Regency as many as 1 home industry of milkfish processing.

3. *Technique of Data Collection*

Data collection was carried out through structured interviews with respondents and informants who were considered to know the most about what would be researched in the field in order to provide the necessary information.

4. *Technique of Data Analysis*

The analytical method used to answer the purpose of the mechanism analysis is to identify it using a qualitative descriptive method. To calculate the added value in this study, the Hayami method is used to calculate the added value. The Hayami method was chosen to add an explanation and analysis of added value because by using the Hayami method, in addition to knowing the added value of a product, it can also determine the value of output, production productivity, and also the amount of remuneration to the owners

of production factors such as capital, contributions of other inputs, company profits , and labor (Soekartawi, 2003; Hayami, et al, 1987; Firdaus, 2014; Yuliana, 2016; Febriyanti, et al, 2017).

C. Findings and Discussion

Findings

Characteristics of Respondents

In Table 1 shows the number of respondents by age group in Pinrang Regency, namely from 84 respondents of bandeng fish farm farmers there are 49 farmers respondents are in the age group of 25-45 years with a percentage of 58.33%, and there are 35 farmers respondents are in the age group over 45 years with a percentage of 41.67%.

Table 1 Number of Respondents by Age Group in Pinrang Regency , 2020

No	Age Group (Years)	Number of people)	Percentage (%)
1.	< 25	0	0
2.	25 - 45	49	58.33
3	> 45	35	41.67
	Total	**84**	**100.00**

Table 2 shows the number of respondents based on their level of education. Farmers respondents have different levels of education, namely, as many as 22 people or as many as 26.19% of respondent farmers have the same level of education or the same as elementary school, as many as 23 people or as many as 27.38% of farmers respondents have the same level of education or the same as junior high school.and as many as 39 people or as many as 46.43% of farmers respondents have an education level equal to or equal to the high school level.

Table 2 Number of Respondents by Education Level in Pinrang Regency , 2020

No.	Education Level	Number (Soul)	Percentage (%)
1.	No School	0	0.00
2.	Elementary School/Equivalent	22	26.19
3.	Middle School/Equivalent	23	27.38
4.	High School/Equivalent	39	46.43
	Amount	**84**	**100.00**

Table 3 shows the number of dependents of farmers' families who are trying to farm fish in Pinrang Regency. Farmers who have family dependents between 1 to 4 people amounted to 43 people (51.20%). As for farmers respondents who have family dependents of 5 to 7 people amounted to 38 people (45.23%) and respondents who had family dependents amounting to more than 8 people as many as 3 people (3.57%).

Table3 Identity of Respondents Based on Number of Dependents Families in District Pinrang 2020

No.	Family Dependents (Soul)	Number (Soul)	Percentage (%)
1.	1 - 4	43	51,20
2.	5 - 7	38	45.23
3.	> 8	3	3.57
	Amount	**56**	**100.00**

Analysis of Value Added Fish Bandeng

In Table 4 shows the added value of processing bandeng fish produced by the household industry processing fish bandeng small and medium enterprise 88 Marijo. SME 88 Marijo processed bandeng fish in the form of boneless bandeng fish (packaged in 3 types, namely small size, medium size and large size), fish bone abon and bandeng fish meatballs.In Table 5, there is a plus for boneless fish products of size. small is Rp 3,540,-/pack with a value-added ratio of 62.47% and a profit of Rp 1,540,-/pack, medium-sized boneless fish products are Rp 6,182,-/pack with a value-added ratio of 61.82% and a profit of Rp 2,432,-/pack,The added value of bandeng fish bone abon products amounted to Rp 41,991,-/pack with a value-added ratio of 93.31% and a profit of Rp 38.91,-/pack and the added value of bandeng fish meatball products

amounted to Rp 60,923,-/pack with an added value ratio of 87.03% and a profit of Rp 51,922,-/pack.

Discussion

In this study, the bandeng fish farming business in Pinrang Regency is a traditionally cultivated business. This effort is carried out by bandeng fish farmers for generations by utilizing brackish water. Although a lot of training has been provided both from the Fisheries and Marine Service and from MSMEs who went down directly to review the location and provide socialization so that the increase in the production of bandeng fish farm farmers can increase.However, farm farmers are still very loyal to the traditional cultivation process.

Some areas in Pinrang regency conducted a bandeng fish farming business with a revenue sharing system, namely in Mattiro Sompe, Suppa and Duampanua districts. The lack of purchasing power of the community on farmland becomes one of the factors the community prefers cultivation with a revenue sharing system.

Added value is the basic concept of the difference between input value and output value. The concept of commodities itself is based on increasing the maximum added value so that the greater the added value obtained, the better an overall industrial process (Vania, 2018).While according to Helda (2004), added value is the difference between the value of the product with the cost of raw materials and other input costs and the profit is the difference between added value and direct labor income. The added value generated in this analysis is a gross added value for the processor.The gross added value obtained still contains direct labor rewards. The main components for calculating added value are raw materials, products/outputs, labor inputs and other contribution inputs.

Indrustri households that process bandeng fish products studied are UKM 88 Marijo which is one of the farmers who do a revenue sharing system. UKM 88 Marijo was founded in 2008 by Mrs. Maryani Pandin. This business produces many processed products from bandeng fish, namely boneless bandeng products, bandeng presto, bandeng fish amplang, fish bone abon, fish bone tik-tik, and bandeng fish meatballs.But only 3 products (namely boneless bandeng products consisting of 3 packaging, fish bone abon products and fish meatball products) were analyzed to see the added value generated after processing.

Analysis of the added value of The Bandeng Fish Processing Household Industry in SMEs 88 Marijo has different outputs. The production of monthly for boneless fish with stuffing 3 tails, 2 tails, 1 tail is 4,500 packs, 5,000 packs, and 3,000 packs while for fish bone abon and fish meatballs in a row is, 60 packs and 40 packs. This suggests that the output in the processing of Boneless Fish is greater compared to fish bone abon and fish meatballs, as this effort since its inception has focused on Boneless Bandeng Fish. The conversion factor for boneless fish obtained the value is 1 while the conversion factor for fish bone abon and fish meatballs is 3 and 2.The conversion factor It is derived from the distribution of the output produced with the raw materials used. The selling price of products per tail for small boneless fish is Rp. 5,667,-/tail, medium size Rp. 10,000/tail, large size Rp. 25,000/tail. The selling price of fish bone abon per pack in 100 grams packaging is Rp. 15,000. As for fish meatballs per pack in packs of 500 grams is Rp. 35,000.Labor coefficient is a comparison between the input of domestic industrial labor processing with the input of raw materials produced by boneless fish products, fish bone abon and meatballs. fish. The labor coefficient for boneless bandeng fish with small and medium size is 0.01, while the labor coefficient of bone bandeng fish with large size is 0.02. The labor coefficient for fish bone abon and fish meatballs is 0.31.This coefficient value is the value of labor outpouring to process 1 fish into processed products of boneless bandeng fish, fish bone abon and fish meatballs.

The profit of products produced by the bandeng fish household industry is an added value obtained minus the price of raw materials of the product. Thus, the benefits obtained for the processing of fish without bones small size amounted to Rp. 1,540 / tail, medium size Rp. 2,432 / tail, large size Rp. 6,972 / tail. For the processing of fish bone abon, the profit obtained amounted to Rp. 38,991 / wrap and processing fish meatballs amounting to Rp. 51,922 / wrap.

Table 4 Analysis of the Added Value of Milkfish Processing Home Industry in SMEs 88 Marijo in Pinrang Regency, 2020

Output, Input and Price							
1	Output/Production Results (Pack/month)	A	4,500	5,000	3,000	60	40
2	Inputs/raw materials (tail/month)	B	4,500	5,000	3,000	20	20
3	Tenaga Kerja (HOK)	C	50	50	50	6.25	6.25
4	Conversion Factor	D = A/B	1	1	1	3	2
5	Coefficient of Power Work	E = C/B	0.01	0.01	0.02	0.31	0.31
6	Output Price (Rp/Bks)	F	5.667	10,000	25,000	15,000	35,000
7	Wage Workers Working (Rp/HOK)	G	7.222	7.222	7.222	21,667	21,667
Income and Value Added (Rp/pack)							
8	Raw Material Prices (Rp/Tail)	H	2,000	3.750	9,000	3,000	9,000
9	Other Input Prices (Rp/Bks)	I	126.70	67.57	28,16	8.52	77.48
10	Output Value (Rp/Bks)	J = D x F	5.667	10,000	25,000	45,000	70,000
11	Added Value (Rp/Bks)	K = J - H - I	3,540	6.182	15,972	41,991	60,923
	Value Added Ratio	L% = K/H x 100%	62.47	61.82	63.89	93.31	87.03
12	Labor Income (Rp/Bks)	M = E x G	80.25	72.22	120.37	6,770.83	6,770.83
	The shareof Manpower Employment (%)	N% = M/K x 100%	2.27	1.17	0.75	16.12	11.11
13	Profit (Rp/Bks)	O = K - H	1,540	2,432	6,972	38,991	51,923
	Profit Rate (%)	P% = O/ H x 100%	27.18	24.32	27.89	86.65	74.18
Reply Services Factors of Production							
14	Margin (Rp/Bks)	Q = J - H	3,667	6.250	16,000	42,000	61,000
	Tenaga Kerja (%)	R% = M/Q x 100%	2.19	1.16	0.75	16.12	11.10
	Capital (Input Donations Other) % Profit (%)	S = I/Q x 100%	3.46	1.08	0.18	0.02	0.13
		T% = O/Q x 100%	42.00	38.92	43.57	92.84	85.12

D. Conclusion

The added value generated by the Bandeng Fish Household Industry for the processing of boneless bandeng fish with a small size of Rp. 3,450 / tail, medium size Rp. 6,182 / tail, large size Rp. 15,972 / tail. While the added value for fish bone abon processing amounting to Rp. 41,991 / wrap and for the processing of fish meatballs amounting to Rp. 60,923 / wrap. This shows that the development of the processed fish industry provides added (positive) value. It is expected that the government can further develop the bandeng fish processing industry in Pinrang Regency because it can provide profitable value for bandeng fish farmers.

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