



Analysis Of Revenue And Added Value Of Aroma Jaya Salted Fish Processing Business

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Abstract

Fish processing is an alternative for dealing with abundant catches that cannot be remarketed due to a decrease in quality. Processing of fishery products in the marine fisheries subsector, especially fish commodities, has quite a large market potential and can create promising business opportunities. This research aims to analyze how much income is obtained from the Aroma Jaya salted fish processing business and to analyze the added value of 5 types of salted fish in the Aroma Jaya salted fish processing business in Blanakan Village, Blanakan District, Subang Regency. The data collection technique used in this research is *key informant*, and the data obtained will be verified by the *informant*. This research uses primary data and secondary data. The data analysis method used is a quantitative descriptive method with a case study approach. Quantitative descriptive analysis is used to analyze businesses which includes analysis of costs, revenues, income and added value (*added value*) products of the Aroma Jaya salted fish processing business. The results of the analysis show that the total costs used for processing 5 types of salted fish are IDR 671,278,750.00 per month. The average receipt of 5 types of salted fish is IDR 759,958,500.00 per month. The average income for 5 types of salted fish is IDR 88,679,750.00 per month. The added value obtained in one month for 5 types of salted fish is IDR 34,936.81.00 per kg of raw material, with a value-added ratio of around 27.6%/kg. The company's profit from 5 types of salted fish is IDR 19,707.81 per kg, with a profit rate of 56.4%/kg.

Keywords: added value, income, salted fish processing

A. Introduction

Indonesia is the largest archipelagic country in the world, has a vast sea area and is rich in marine resources, so Indonesia's territorial waters have great potential that needs to be developed and utilized optimally, especially in the marine fisheries subsector (Idris, 2023). The marine fisheries subsector is an industry that has a big role in increasing the added value and use value of fishery products. Value-added *value added* is an increase in the value of a commodity because it undergoes processing, transportation or storage in production (Rantiana, 2020). Added value is an increase in the value of a product because it has undergone a transformation process. Increasing added value certainly increases the welfare of business actors (Purbaningsih et al., 2022).

According to (Nanda *et al.*, 2020) fish processing is an alternative for dealing with abundant catches that cannot be remarketed due to a decrease in quality. Processing of fishery

products in the marine fisheries subsector, especially fish commodities, has quite a large market potential and can create promising business opportunities. Sea fish can be processed into various kinds of processed food products that have added value, ranging from semi-finished foods to ready-to-eat foods. Fish is an animal food that is a source of protein with high nutritional value and contains vitamins and minerals that are beneficial for health. Fish has a much higher Omega-3 content than other animal protein sources such as beef and chicken. There are many types of seafish, easy to find and liked by all groups. (Firmansyah, 2017).

Based on information from the West Java Province Central Statistics Agency (2020), Subang Regency is ranked third in marine capture fisheries production in West Java.

Table 1. Data on Capture Fisheries Production in Marine Waters in West Java Province 2019-2020

Region	Rank	Marine Capture Fisheries (Tons)	
		2019	2020
Indramayu	1	159.920	146.480
Cirebon	2	30.399	34.134
Earrings	3	21.678	20.295
Sukabumi	4	10.523	7.357
Karawang	5	8.791	8.994

Source: BPS West Java Province (2020)

The Aroma Jaya salted fish processing business located in Blanakan Village, Blanakan District, Subang Regency has been around since 1997. The Aroma Jaya salted fish processing business is included in the micro business which produces 4 types of fresh sea fish which are processed into 5 types of salted fish, namely fish. Banjar mackerel becomes white pedalsalted fish, flat mackerel becomes red pedal salted fish, cotton fish becomes cotton salted fish, flying fish becomes salted flying fish and tembang fish becomes sweet salted fish jerky. Salted fish are fresh sea fish that are preserved by salting and drying. When processing fresh seafish into salted fish, the amount of product will decrease. The amount of shrinkage for each fish depends on the desired product yield. Salted fish is a semi-finished food product that is commonly consumed by Indonesian people.

According to (Handajani, 1994) the journal (Supriadi *et al.*, 2020) says that the protein content of fresh fish per 100 grams is 17%, while the protein content of salted fish per 100 grams is 42%, and the fat content of salted fish is 1.50% lower than fresh fish, namely 4.50%. Apart from having a higher protein content than fresh seafood, salted fish also has a distinctive taste. This research aims to analyze the income and added value generated during one month from the processing of red and white pedal salted fish, cotton salted fish, flying salted fish, and sweet jerked salted fish at the Aroma Jaya salted fish processing business in Blanakan Village, Blanakan District, Subang Regency.

B. Method

Research Population and Sample

This research was conducted at the Aroma Jaya salted fish processing business from April to March 2024. This research used a quantitative descriptive method with a case study approach. (Creswell, 2014) in the journal (Julianto, 2018) case study is a research strategy for investigating in depth about something by collecting complete information on individuals, groups or situations using various data collection procedures. The data collection technique used in this research is through observation and in-depth interviews with a joint questionnaire instrument *key informant*, and the information obtained will be verified by the *informant* through interviews. According to Bagong (Zarima, 2018), Key informants (*key informants*) is

a person who knows and has various basic information used in research. The key informant (*key informant*) in this study is the chairman or owner of the Aroma Jaya Salted Fish Processing Business. Informants in this research included the secretary, treasurer and members (employees) at the Aroma Jaya salted fish processing business, totalling 29 people. Informants play a role in ensuring that the data submitted by the chairman or owner of Aroma Jaya is correct and accurate. The type of data used in this research is qualitative and quantitative data. The data sources used in this research are primary and secondary data. Primary data was obtained by direct observation by conducting interviews with the owner of the Aroma Jaya salted fish processing business in Blanakan Village, Blanakan District, Subang Regency. Secondary data was obtained from related agencies and various sources relevant to this researcher.

Data Analysis Techniques

Cost Analysis

According to (Nurjaman *et al.*, 2017) Costs are all costs incurred routinely during the business's production process and are valued in rupiah (Rp). Mathematically it is formulated as follows:

$$TC = TFC + TVC$$

Information:

TC: *Total Cost* (total cost)

TFC *Total Fixed Cost* (total fixed costs)

VC: *Total Variable Cost* (total variable costs)

Acceptance Analysis

According to (Septiawan *et al.*, 2017) revenue is the amount of production multiplied by the total production unit price which is valued in rupiah units and expressed in rupiah units per 1 production process (Rp/1 production process). Mathematically it is formulated as follows:

$$TR = Q \times P$$

Information:

TR *Total Revenue* (Total Receipts)

Q *Price* (Selling price)

P: *Quantity* (Production Quantity)

Income Analysis

According to (Nurjaman *et al.*, 2017) income is the difference between revenue and all costs. Mathematically it is formulated as follows:

$$\pi = TR - TC$$

Information:

π : Business Income

TR: *Total Revenue* (Total Receipts)

TC: *Total Cost* (Total Cost)

Value Added Analysis

According to (Hayami *et al.*, 1987) in the journal (Wardani, 2020) the definition of added value is the increase in value of a commodity due to the functional input applied to that commodity. The functional input is in the form of a shape change process (*form utility*), relocation (*place utility*), as well as storage process (*time utility*). To find out the added value of the 5 types of salted fish at Ussha Aroma Jaya is calculated using the Hayami method. In

essence, added value is the production value of raw materials and supporting materials used in the production process (Helviani et al., 2022).

C. Findings and Discussion

Cost Analysis

Production costs are expenses used in the production process to produce products which are measured in money or rupiah. Production costs in the Aroma Jaya salted fish processing business are the sum of fixed costs and variable costs. Fixed costs are costs incurred by entrepreneurs or producers whose amounts are not determined by the level of output. Fixed costs in the Aroma Jaya salted fish processing business consist of equipment depreciation costs, electricity costs, machine maintenance costs and company tax costs.

Table 2. Total Fixed Costs for Production of 5 Types of Fish in 1 Month (Rp)

No	Fee Type	Banjar Mackerel Fish	Flat Mackerel Fish	Cotton Fish-Cotton	Flying Fish	Tembang Fish
1	Electricity	800.000	800.000	800.000	800.000	800.000
2	Tool Depreciation	691.750	691.750	691.750	691.750	691.750
3	Ice Flake Machine Maintenance	50.000	50.000	50.000	50.000	50.000
4	Cold Storage Treatment	85.000	85.000	85.000	85.000	85.000
5	Corporate Tax	25.000	25.000	25.000	25.000	25.000
Total		1.651.750	1.651.750	1.651.750	1.651.750	1.651.750
Total Fixed Costs (TFC)						8.258.750

Source: Primary Data (2024), processed

Based on Table 2, shows that the total fixed costs of processing 5 types of fish that the company must incur to produce banjar mackerel, flat mackerel, flying fish, cottontail fish and tembang fish are the same, namely IDR 1,651,750.00 and total fixed costs are IDR 1,651,750.00. 5 types of fish in 1 month amounting to IDR 8,258,750.00. Variable costs are costs incurred by entrepreneurs as a result of the use of variable production factors so the amount of these costs change with changes in the amount of production they want to produce in a short period. The variable costs incurred by the Aroma Jaya salted fish processing business consist of raw material costs, additional material costs, labour costs, packaging costs and transportation costs.

Table 3. Total Variable Costs for Production of 5 Types of Fish in 1 Month (Rp)

Fee Type	Banjar Mackerel Fish	Flat Mackerel Fish	Cotton Fish-Cotton	Flying Fish	Tembang Fish
Raw material	93.600.000	304.000.000	71.400.000	19.200.000	67.200.000
Additional ingredients	2.600.000	26.600.000	840.000	480.000	16.800.000
Permanent Workforce	600.000	1.500.000	600.000	300.000	900.000
The workforce is not permanent	1.560.000	4.560.000	12.600.000	360.000	18.480.000
Packaging	2.600.000	7.600.000	2.100.000	600.000	2.800.000
transportation of fish purchases	520.000	1.520.000	420.000	120.000	560.000
Total	101.480.000	345.780.000	87.960.000	21.060.000	106.740.000
Total Variable Costs (TVC)					663.020.000

Source: Primary data (2024), processed

Based on table 3, shows that the total variable costs in one month of producing banjar mackerel are IDR 101,480,000.00, flat mackerel is IDR 346,080,000.00, cottontail fish is IDR 87,960.00, flying fish is IDR 21,060,000, 00 and tembang fish amounting to IDR 106,740,000.00. The total variable costs incurred by the Aroma Jaya business in 1 month are IDR 663,020,000.00. Total costs are the total amount of costs incurred by the company consisting of fixed costs and variable costs. Total costs are determined by the different amounts of fixed costs and variable costs so that the total costs incurred by one company vary from one company to another.

Table 4. Total Processing Costs for 5 Types of Salted Fish in 1 Month (Rp)

Fee Type	Banjar Mackerel Fish	Flat Mackerel Fish	Cotton Fish-Cotton	Flying Fish	Tembang Fish
Fixed Costs	1.651.750	1.651.750	1.651.750	1.651.750	1.651.750
Variable Costs	101.480.000	345.780.000	87.960.000	21.060.000	106.740.000
Total	103.131.750	347.431.750	89.611.750	22.711.750	108.391.750
Total Cost (TC)					671.278.750

Source: Primary data (2024), processed

Based on table 4 above, shows that the total production costs consisting of the sum of fixed costs and variable costs incurred by the company in producing 5 types of salted fish on average for 6 months are IDR 671,278,750.00 per month. The production process of white pea salted fish is carried out once a month, red ppedalsalted fish is carried out 2.5 times a month, cotton salted fish is carried out once a month, flying salted fish is carried out once a month and sweet jerked salted fish is carried out once a month. Donee 1.5 times a month.

Acceptance Analysis

Revenue from the Aroma Jaya salted fish processing business is obtained from the calculation by multiplying the production of salted fish in one month of production by the selling price plus transportation costs for product delivery.

Table 5. Total Cost of Receiving 5 Types of Salted Fish in 1 Month

Types of Fish	Total Sea Fish (kg)	Total Salted Fish (kg)	Selling Price (Rp)	Reception (Rp) 5=3x4	Product Delivery Transportation Costs (Rp)	Total Receipts (Rp) 7=5+6
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Banjar Mackerel Fish	5.200	3.900	30.000	117.000.000	41.700	117.041.700
Flat Mackerel Fish	15.200	11.400	34.000	387.600.000	41.700	387.641.700
Cotton Fish-Cotton	4.200	1.890	55.000	103.950.000	41.700	103.991.700
Flying Fish	1.200	900	28.000	25.200.000	41.700	25.241.700
Tembang Fish	5.600	2.800	45.000	126.000.000	41.700	126.041.700
Total Receipts						759.958.500

Source: Primary data (2024), processed

Based on table 5 above, shows that the revenue from the sale of white peda salted fish was IDR 117,041,700.00, the sale of red peda salted fish was IDR 387,641,700.00, the sale of cotton salted fish was IDR 122,891,700.00, the sale of salted flying fish was IDR 122,891,700.00. Amounting to IDR 25,241,700.00 and sales of sweet and salted fish jerky amounting to Rp. 126,041,700.00. The total revenue obtained by the Aroma Jaya business in processing 5 types of salted fish in one month is IDR 759,958,500

Income Analysis

The amount of income from a business depends on the processing of the business itself. Income is the difference between revenue and the total production costs incurred by the entrepreneur.

Table 6. Revenue and Income from Processing 5 Types of Fish At Aroma Jaya Business for 1 Month (Rp)

Fee Type	Banjar Mackerel Fish	Flat Mackerel Fish	Cotton Fish-Cotton	Flying Fish	Tembang Fish
Reception	117.041.700	387.641.700	103.991.700	25.241.700	126.041.700
Total cost	103.131.750	347.431.750	89.611.750	22.711.750	108.391.750
Income	13.909.950	40.209.950	14.379.950	2.529.950	17.649.950
Total Income					88.679.750

Source: Primary data (2024), processed

Based on table 6 above, shows that the income obtained by the company was IDR 13,909,950.00 for white peda salted fish, IDR 40,209,950.00 for red peda salted fish, IDR 14,379,950.00 for cotton salted fish, IDR 2,529,950.00 for flying salted fish and IDR 17,649,950.00 for sweet salted jerky. The total income obtained by the Aroma Jaya business in processing 5 types of salted fish in 1 month is IDR 88,679,750.00.

Value Added Analysis

Added value is sought to measure the amount of added value produced as a result of the process of processing fresh seafood into salted fish. The analytical method used is the hHayamimethod.

Table 7. Calculation Results of Value Added Analysis in 1 Month
Production using the Hayami Method

No	Variable	Unit	Mark		
			White Peda Salted Fish	Red Peda Salted Fish	Flying Salted Fish
(1)	(2)	(3)	(4)	(5)	(6)
I. Output, Input and Price					
1.	Total Production Output	Kg	3.900	11.400	900
2.	Production Material Input	Kg	5.200	15.200	1.200
3.	Workforce	CAGE	29,5	73,75	14,75
4.	Conversion Factor		0,75	0,75	0,75
5.	Labor Coefficient	CAGE	0,0057	0,0048	0,012
6.	Product Price	Rp	30.000	34.000	28.000
7.	Average Labor Wage	Rp/HOK	362.400	372.960	314.400
II. Revenue and Profits					
8.	Production Material Input Prices	Rp/kg	18.000	20.000	16.000
9.	Other Input Contributions	Rp	1.233,03	2.395,5	1.576,46
10.	Product Value	Rp	22.500	25.500	21.000
11.	a. Value-added	Rp	3.266,97	3.104,5	3.423,54
	b. Value Added Ratio	%	14,5	12,2	16,3
12.	a. Labor Income	Rp/kg	2.065,68	1.790,208	1.972,8
	b. Labor Compensation	%	63,2	57,7	57,6
13.	a. Profit	Rp/kg	1.201,29	1.314,292	1.450,74
	b. Profit Rate	%	36,8	42,3	42,3
III. Remuneration for Production Factors					
14.	Margin	Rp/kg	4.500	5.500	5.000
	a. Labor Income	%	46	32,5	39,4
	b. Other Input Contributions	%	27,4	43,5	31,5
	c. Company Profits	%	26,7	23,9	29

Source: Primary data (2024), processed

Table 8. Calculation Results of Value Added Analysis in 1 Month
Production using the Hayami Method

No	Variable	Unit	Mark		
			Kapasan Salted Fish	Sweet Salted Fish Jerky	Five Types of Salted Fish
(1)	(2)	(3)	(4)	(5)	(6)
I. Output, Input and Price					
1.	Total Production Output	Kg	1.890	2.800	20.890
2.	Production Material Input	Kg	4.200	5.600	31.400
3.	Workforce	CAGE	29,5	44,25	191,75
4.	Conversion Factor		0,45	0,5	0,66
5.	Labor Coefficient	CAGE	0,0070	0,0079	0,0061
6.	Product Price	Rp	55.000	45.000	192.000
7.	Average Labor Wage	Rp/HOK	804.000	792.800	2.496.560
II. Revenue and Profits					
8.	Production Material Input Prices	Rp/kg	17.000	12.000	83.000
9.	Other Input Contributions	Rp	964,7	3.723,5	8.783,19
10.	Product Value	Rp	24.750	22.500	126.720
11.	a. Value-added	Rp	6.785,3	6.776,7	34.936,81
	b. Value Added Ratio	%	27,4	30,1	27,6
12.	a. Labor Income	Rp/kg	5.628	6.263,12	15.229
	b. Labor Compensation	%	82,9	92,4	43,6
13.	a. Profit	Rp/kg	1.157,3	513,38	19.707,81
	b. Profit Rate	%	17	7,5	56,4
III. Remuneration for Production Factors					
14.	Margin	Rp/kg	7.750	10.500	43.720
	a. Labor Income	%	72,6	59,6	34,8
	b. Other Input Contributions	%	12,4	35,5	20,1
	c. Company Profits	%	14,9	4,9	45,1

Source: Primary data (2024), processed

Based on the results of the calculations in Tables 7 and 8, show that the average amount of output produced during 1 month of production is 3,900 kg for white pea salted fish, 11,400 kg for red ppedalsalted fish, 900 kg for flying salted fish, 1,890 kg for scalloped fish. Salted cotton and 2,800 kg for sweet salted fish jerky. The selling price for white pea salted fish is IDR 30,000.00, for red pedal salted fish it is IDR 34,000.00, gliding salted fish is IDR 28,000.00, cotton salted fish is IDR 55,000.00 and sweet jerked salted fish is IDR 55,000.00. Rp. 45,000.00.

The average amount of fresh sea fish raw materials used during one month in the production process is 5,200 kg of Banjarr mackerel, 15,200 kg of flat mackerel, 4,200 kg of cottontail fish, 1,200 kg of flying fish and 5,600 kg of tembang fish. The conversion factor obtained is 0.75% for white pea salted fish, red ppedalsalted fish, flying salted fish, 0.45% for cotton salted fish and 0.5% for sweet jerked salted fish.

The added value obtained from processing 1 kg of Banjar mackerel into the salted white pedal is IDR 3,266.97.00/kg, 1 kg of flat mackerel into salted redpandaa is IDR 3,104.5.00/kg, 1 kg flying fish into salted flying is IDR 3,423.54.00/kg, 1 kg of cotton-cotton fish into salted cotton is IDR IDR 6,785.3.00/kg, 1 kg of tembang fish into salted sweet jerky is IDR 6,776.7.00/kg, and a total of 5 types of salted fish is IDR 34,936.81.00/kg. Added value is obtained by reducing the value of the product by the price of raw materials and the contribution of other inputs. The added value ratio obtained by white pedal salted fish is 14.5%, redpedala salted fish is 12.2%, flying salted fish is 16.3%, cotton salted fish is 27.4%,

sweet jerked salted fish is 30, 1%, and a total of 5 types of salted fish is 27.6%. However, this value does not include labour compensation.

The profit obtained from making white pedal salted fish is IDR 1,201.29/kg, redpedala salted fish is IDR 1,314,292/kg, flying salted fish is IDR 1,450.74/kg, cotton salted fish is IDR 1,450.74/kg. IDR 1,157.3/kg and sweet salted fish jerky IDR 513.38/kg. The profit level of white pea salted fish was 36.8%, red ppedalsalted fish was 42.3%, gliding salted fish was 42.3%, cotton salted fish was 17%, sweet jerked salted fish was 7.5%, and the total 5 types of salted fish amounted to 58.4% of added value. These benefits already take into account the compensation from the workforce. This profit shows the total profit obtained from each processing of white salted fish, red pedal salted fish, flying salted fish, cotton salted fish, sweet jerked salted fish and a total of 5 types of salted fish.

The margin obtained from the raw materials of white pea salted fish, red ppedalsalted fish, flying salted fish, cotton salted fish and sweet jerked salted fish is distributed towards income, other input contributions and company profits. The margin shows that every time 1 kg of Banjar mackerel is processed into white pedal salted fish, a margin or increase of IDR 4,500/kg is obtained, 1 kg of flat mackerel into redpedala salted fish is obtained by a margin or increase of IDR 5,500/kg, 1 kg From flying fish to salted flying fish, a margin or increase of IDR 5,000/kg is obtained, 1 kg of cottontail fish to salted cotton fish is obtained by a margin or increase of IDR 5,000/kg. IDR 7,750/kg, 1 kg of tembang fish becomes sweet salted fish with a margin or increase of IDR 10,500/kg and a total of 5 types of salted fish receive a margin or increase of IDR 43,720 which is distributed to each labour factor, namely to labour income of 46% for white pea salted fish, 32.5% for red pedal salted fish, 39.4% for flying salted fish, 72.6% for cotton salted fish, 59.6% for sweet jerked salted fish and 34.8% for a total of 5 types of salted fish. Other input contributions amounted to 27.4% for white pea salted fish, 43.5% for red ppedalsalted fish, 31.5% for flying salted fish, 12.4% for cotton salted fish, 35.5% for jerked salted fish sweet and 20.1% for a total of 5 types of salted fish. The company's profit was 26.7% for white salted fish, 23.9% for red pedal salted fish, 29% for flying salted fish, 14.9% for cotton salted fish, 4.9% for sweet jerked salted fish and 45.1% for a total of 5 types of salted fish.

According to (Kipdiyah *et al.*, 2013) in (Arianti *et al.*, 2019) states that if the added value ratio is <15%, then the added value can be classified as low, if the added value ratio is 15-40%, then the added value can be classified as medium, and if the added value ratio is >40%, then the added value can be classified as high.

D. Conclusion

Analysis of income obtained in one month from processing activities of 5 types of salted fish at the Aroma Jaya business in Blanakan Village, Blanakan District, Subang Regency can be concluded as follows: 1) whitepedala salted fish amounting to Rp. 13,909,950.00, 2) red pedal salted fish amounting to Rp. 40,209,950.00, 3) cotton salted fish Rp. 14,379,950.00, 4) flying salted fish amounting to IDR 2,529,950.00, 5) sweet jerked salted fish amounting to IDR 17,649,950.00 6) and total income from 5 types of salted fish amounting to IDR 88,679,750.00.

Analysis of the added value obtained in one month from processing activities of 5 types of salted fish at the Aroma Jaya business in Blanakan Village, Blanakan District, Subang Regency can be concluded as follows: The added value of sweet, salted fish with jerky is IDR 6,776.7/kg in the first place, fish salted cotton fish amounting to IDR 6,785.3/kg ranks second, salted fly fish amounting to IDR 3,423.54/kg ranks third, salted white pedal fish amounting to IDR

3,266.97/kg ranks fourth and salted red pepper fish amounting to IDR 3,104.5/kg ranks fifth. And the total added value of 5 types of salted fish is IDR 34,936.81/kg.

Thus, the added value ratio from processing whitepedala salted fish is 14.5% and redpedala salted fish is 12.2%, only capable of providing low added value and positive added value, while the added value ratio from processing salted fly fish is 16.3%, cotton salted fish amounted to 27.4%, sweet jerked salted fish amounted to 30.1% and the total value added ratio of 5 types of salted fish amounted to 27.6% capable of providing moderate added value and positive added value.

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