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Feasibility of Home Industries Chips Skin Catfish Brand: Case Study at UD. Sumber Rejeki Blitar

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Abstract: The purpose of this study are to find out the extent of marketing mix that has been carried out and to find out the feasibility of the product Chips Skin Catfish brand “Mbo’dhe” at UD. Sumber Rejeki. The research used qualitative method with case study approach. Data collection: interviews, observation techniques and documentation. Data analysis, namely data reduction, data display and conclusion drawing / verification. Research results has conducted a Marketing Strategy which includes marketing mix of 4P (Product, Price, Place, and Promotion) and STP (Segmentation, Targeting, and Positioning). Analysis Feasibility on subject with product Chips Skin of Catfish has reached BEP and is feasible to continue to run in the future. This study recommended to provide benefits and advice for home industries that are still developing and require targeted marketing strategies.

Keywords: *home industry, products Chips Skin Catfish, UD. Sumber Rejeki Blitar*

1. Introduction

Indonesia seeks to improve the economy of the community through creative economic programs by developing micro, small and medium enterprises (MSMEs) (Rahman & Rasulong, 2015). The community is encouraged to carry out business activities such as home industries and create renewable products (Massa & Tucci, 2013); (Herry Setyawan et al., 2019). Using the technology has a positive impact on the household income of the business actor (Setyawan et al., 2018). This activity also provides additional input for business households' household income, because processed products have a higher selling price of processed products compared to the sale value of raw products. Producer can collaborative with other people to sell their product (Harianto et al., 2020).

Blitar is one of the regions with the potential for developing home industry businesses that aims to empower the surrounding community. One of them is UD. Sumber Rejeki in Penataran, Nglegok, Blitar, which processes catfish chips. Many surrounding communities do catfish farming, so there is an opportunity to process catfish.

Home industry UD. Sumber Rejeki does not have a good marketing strategy because this business is still small and has not formed good marketing and resource management. In addition, the production of catfish skin chips is still

not periodic and not yet continuous so it needs a business feasibility analysis study on catfish chip products.

Based on the explanation above, researcher want to find out the extent of marketing mix that has been carried out by UD. Sumber Rejeki and to find out the feasibility of the product Chips Skin Catfish brand “Mbo’dhe” at UD. Sumber Rejeki.

2. Theoretical and Conceptual Studies

Home industry maker is the family itself or one of the family members who lives at home by inviting several people around as employees (Holmes, 1996).

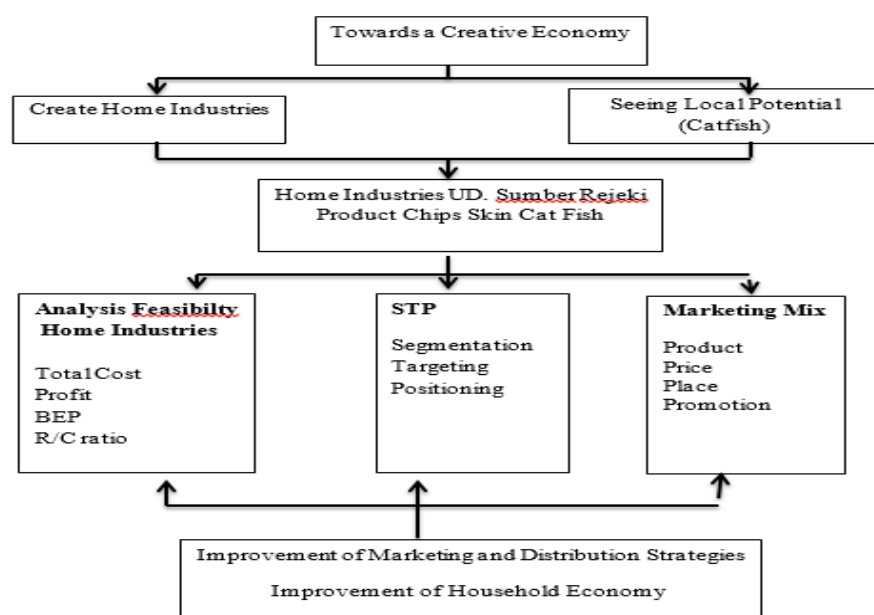
Although the scale is not too large, this economic activity indirectly opens employment opportunities for relatives or neighbors in their hometown. That way, this small business can automatically help the government program in an effort to reduce unemployment (Puspita, n.d.); (Mafrohah, 2019).

Darmawan (2016) explains that some of the real benefits and virtues that can be obtained from the growth of the home industry specifically for the level of community welfare are as follows:

- a. Opening new jobs.
- b. Former and reinforcement of local socio-cultural and economic networks.
- c. The driver of the acceleration of the financial cycle.
- d. Shortening social inequalities.
- e. Reducing crime rates.
- f. Diversification tool for natural and human resources.

The existence of the industry certainly gives an influence and brings a change to the socio-economic conditions of the local community, both large, medium and small scale.

The concept of this research can be seen in the chart below



3. Method of Research

The research used qualitative method with case study approach. Data collection: interviews, observation techniques and documentation. Data analysis, namely data reduction, data display and conclusion drawing / verification. This research was conducted at UD. Sumber Rejeki is located in the Penataran Village, Nglegok, Blitar

According to Sugiono, (2016), data analysis in qualitative research is conducted at the time. The data takes place and after the data collection is collected within a certain period, at the time of the interview, the researcher has done an analysis of the answers being interviewed.

4. Result

Marketing Mix Product Chips Skin Cat Fish brand “Mbo’Dhe”

a. Price

Product Chups Skin Catfish Skin are sold at a price of Rp. 80,000/kg. the subject also sells small packaging of 75 grams at a price of Rp. 15,000, this is made with the aim that there is a package that is more economical and affordable by the public with various purchasing power capabilities.

b. Product

Product Chips Skin Catfish Skin are not widely known among the public. However, this product already has a PIRT which means this product is safe for consumption and has a marketing authorization from the relevant parties. On the packaging of Chips Skin Catfish, the expiry date is also listed. The packaging of this product Chips Skin Catfish uses a mini plastic jar that keeps the product crispy even if it is stored for a long time. Product Chips Skin Catfish are also listed according to the weight according to the results of the UD.

c. Place

The place of production and marketing of product Chips Skin Catfish products is in Penataran Village, Nglegok, Blitar, where it is close to the Penataran Temple tourist attractions. However, due to the condition of the temple that is not maintained, making the tourist place deserted visitors. The subject seeks to do marketing by distributing Chips Skin Catfish products in several central souvenir shops in Blitar.

d. Promotion

Promotions used by is still limited to word of people. Actually have tried to do online promotion through Facebook, but not optimal because there are no employees who are specialized in handling the promotion and marketing of these product Chips Skin Catfish.

STP

a. Segmentaion :

Philip Kotler and Gary Armstrong argue that market segregation is the division of a market into different groups of buyers. Market segmentation can

be intended as a division of different markets (heterogeneous) into homogeneous market groups, where each group can be targeted to market a product according to the needs, desires, or characteristics of buyers in the market.

The segmentation that has been made is to classify buyers based on purchasing power, namely by making 75 gram packaging (more economical) and 1 kg.

b. Targeting

The target market is a group of consumers who are targeted by the company's approach to buying the product being sold. In short, the target market is the group that will be served as consumers. The target market usually has a vulnerable age, nature and character are almost the same. The target market set by the subject is tourists Penataran Temple with the qualifications of a mother who usually buys souvenirs of Blitar.

c. Positioning

Positioning is the company's action to design products and marketing mix in order to create a certain impression in consumers' memories. Thus, consumers understand and appreciate what the company does in relation to its competitors. Positioning carried out by UD the processed product of the chips of skin catfish. Most people usually consume meat from catfish, but this is a little different because it is processed from the skin of catfish.

Analysis of feasibility product Chips of Skin Catfish

Business Feasibility of Chips of Skin Catfish subject starts by analyzing the Total Fixed Cost. The calculation of Total Fixed Cost can be seen in the table below. Based on calculations that have been made, Total Fixed Cost obtained as much as Rp. 73,333. This total fixed cost is obtained from the calculation of the depreciation cost of the tools used at UD.

Table 1 Total Fixed Cost

No	Cost	Total Cost of Depreciation (Rp)
1	Knife	1.250
2	Frying Pan	4.167
3	Pail	1.667
4	Stove	8.333
5	Fryer	4.167
6	Spinner	45.833
7	Sealer	3.750
8	Scale	4.167
Total Fixed Cost		73.333

1. Total Variable Cost

Analysis Feasibility of Products Chips Skin Catfish seen by calculating the Total Variable Cost. Calculation of Total Variable Cost can be seen in the table below.

Total Variable Cost obtained as much as Rp. 12,981,500. Total Variable Cost is obtained from the calculation of raw materials used to produce Chips of Skin Catfish.

Table 2 Total Variable Cost

No	Cost	Total Cost (Rp)
1	Skin of Catfish	1.664.000
2	Flours	1.664.000
3	Salt	26.000
4	Lime Leaf	2.500
5	Ingredients	2.275.000
6	Cooking Oil	1.950.000
7	Label	200.000
8	Packaging	500.000
9	Employer	4.550.000
10	Etc	150.000
11	Gas	68.000
Total Variable Cost		12.981.500

a. Profit

Subject produced 260 kg of Chips of Skin Catfish for one month, with a price of Rp. 80,000, - / kg, so we get sales receipts from Chips of Skin Catfish as follows;

$$\begin{aligned} R &= P \times Q \\ R &= \text{Rp. } 80.000 \times 260 \\ R &= \text{Rp } \mathbf{20.800.000} \end{aligned}$$

Total Cost (TC) is obtained from the sum of Total Fixed Cost and Total Variable Cost. It has a Total Cost of Rp. 13,054,833, each month with the following details;

$$\begin{aligned} TC &= FC + VC \\ TC &= \text{Rp. } 73.333 + \text{Rp } 12.981.500 \\ TC &= \text{Rp } \mathbf{13.054.833} \end{aligned}$$

Calculation of the benefits product of Chips Skin Catfish can be detailed as follows;

$$\begin{aligned} \pi &= R - TC \\ \pi &= \text{Rp } 20.800.000 - \text{Rp. } 13.054.833 \\ \pi &= \text{Rp } \mathbf{7.745.167} \end{aligned}$$

Based on the calculation of profits above, it can be concluded that subject gets a profit of Rp. 7,745,167, - every month.

b. BEP (Break Even Point)

The feasibility of a business can be seen by calculating the BEP (Break Even Point). Break Even Point is a break-even point, a situation where the

revenue from the sale of the product is equal to the total cost. If a business has reached breakeven or BEP, then the business has no profit and no loss. BEP calculation can be divided into 2 kg, namely BEP production volume and BEP revenue (Soeprajitno et al., 2019).

BEP acceptance is the calculation of the break-even point or BEP in terms of revenue from the sale of a product. Based on the above calculation, it can be concluded that break even or BEP if it has received revenue from product sales of Rp.195,093. The subject must obtain more than Rp. 195,093.- in order to get profit.

c. R/C Ratio

According to Darsono in (Hertina et al., 2019), argues that R / C ratio is one method that can be used to analyze the feasibility of a business by using the calculation of the ratio of revenues and costs.

The Result of calculation R/C ratio can be classified as follows;

If $R/C \text{ Ratio} < 1$ then the home industry is not feasibility

Jika $R/C \text{ Ratio} = 1$ then the home industry is BEP

Jika $R/C \text{ Ratio} > 1$ then the home industry is feasibility

Because R/C ratio of Chips Skin Catfish is $1,59 > 1$ then the home industry is feasible to run.

5. Conclusion

The conclusions in this study can be described below;

1. The subject has conducted a Marketing Strategy which includes marketing mix of 4P (Product, Price, Place, and Promotion) and STP (Segmentation, Targeting, and Positioning), but it is not yet optimal, so there needs to be an improvement in Promotion and Targeting items.
2. Analysis Feasibility on the subject with product Chips Skin of Catfish get decent and profitable results, meaning that the business of Chips Skin Catfish has reached BEP and is feasible to continue to run in the future.

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