

Business Analysis of Dim Sum Fishery Products of the Poklahsar Kita Bisa Group in Ekor Lubuk Village, Padang Panjang District, Padang Panjang City, West Sumatra

Analisis Bisnis Dimsum Produk Perikanan Kelompok Poklahsar Kita Bisa di Kelurahan Ekor Lubuk, Kecamatan Padang Panjang, Kota Padang Panjang, Provinsi Sumatera Barat

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Abstract

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Fishery product processing is one of the agribusiness subsystems with excellent opportunities to increase fishery product yields. Poklahsar is a fishery product processing and marketing group. The products produced are barracuda/tete fish dim sum and shrimp dim sum. This research aims to analyze the amount of investment and profits in the fishery product processing business in Poklahsar Kita Bisa and the feasibility of the fishery product processing business in Poklahsar Kita Bisa. The method used is the case study method. The number of respondents used as the object of this research was 10 people, which was considered sufficient to obtain business analysis research data. The types of data collected include primary data and secondary data. This data was obtained from direct interviews using questionnaires and literature. The research results are as follows: 1) The total investment in the fishery product processing business was IDR 15,385,000, obtained from a fixed capital of IDR 12,737,000. Working capital IDR 2,648,000. 2) The total cost of the fishery product processing business is IDR 31.645.000, obtained from fixed costs of IDR 12.205.000 and variable costs of IDR 19.440.000. 3) Revenue from fishery product processing businesses amounting to IDR 52.800.000. 4) Revenue from the fishery product processing business is IDR 21.115.000. 5) Return Cost of Ratio (RCR) obtained a value of 1,66, Financial Rate of Return (FRR) of 137.24%, and the Payback Period of Capital (PPC) analysis obtained a result of 0.72, meaning it takes 7 months. So, based on the feasibility analysis, the fishery product dim sum business is based on existing provisions/criteria, and it can be concluded that this business is profitable and feasible to run.

Keywords: Investment, Costs, Business Feasibility

Abstrak

Pengolahan hasil perikanan merupakan salah satu subsistem agribisnis yang mempunyai peluang besar untuk meningkatkan hasil produk perikanan. Poklahsar adalah kelompok pengolah dan pemasaran hasil perikanan. Jenis produk yang diproduksi yaitu dimsum ikan barakuda/tete dan dimsum udang. Penelitian ini bertujuan untuk menganalisis besarnya investasi dan keuntungan dalam usaha pengolahan produk perikanan di Poklahsar Kita Bisa dan menganalisis kelayakan usaha pengolahan produk perikanan di Poklahsar Kita Bisa. Metode yang digunakan adalah metode studi kasus. Jumlah responden yang dijadikan objek penelitian ini sebanyak 10 orang dianggap cukup untuk memperoleh data penelitian analisis bisnis. Jenis data yang dikumpulkan mencakup data primer dan

data sekunder. Data ini diperoleh dari wawancara langsung menggunakan kuisioner dan literatur. Hasil penelitian yaitu: 1) Total investasi usaha pengolahan produk perikanan sebesar Rp.15.385.000 diperoleh dari modal tetap Rp.12.737.000. dan modal kerja Rp.2.648.000. 2) Total biaya usaha pengolahan produk perikanan sebesar Rp.31.645.000 diperoleh dari biaya tetap Rp.12.205.000. dan biaya variabel Rp.19.440.000. 3) Penerimaan usaha pengolahan produk perikanan sebesar Rp.52.800.000. 4) Pendapatan usaha pengolahan produk perikanan sebesar Rp.21.115.000. 5) *Return Cost of Ratio* (RCR) memperoleh nilai sebesar 1,66, *Financial Rate of Return* (FRR) sebesar 137,24% dan pada analisis *Payback Period of Capital* (PPC) mendapatkan hasil sebesar 0,72 artinya membutuhkan 7 bulan. Sehingga berdasarkan analisis kelayakan pada usaha *dimsum* produk perikanan sudah sesuai dengan ketentuan/kriteria yang sudah ada dan dapat diambil kesimpulan bahwa usaha ini menguntungkan dan layak untuk dijalankan.

Kata kunci: Investasi, Biaya, Kelayakan usaha

1. Introduction

City Padang Panjang is located in Subdistrict Padang Panjang Timur, specifically in Ekor Lubuk Province Sumatera Barat. In Ekor Lubuk, the nearest Poklahsar is Kita Bisa. The fishery product dim sum business was established in 2021, and the Poklahsar Kita Bisa group was formed in February 2022. Poklahsar is a group of fishery product processing and marketing companies, a business group that is engaged in the processing and marketing of fishery products. The famous product in Poklahsar Kita Bisa is the dim sum product business. Fisheries. Poklahsar kita bisa manages a dim sum business of fishery products and uses the primary materials, fish barracuda and shrimp. Community Service Poklahsar Kita Bisa is a business group that processes fishery products. There are two dimsum types: barakuda/tete fish and Shrimp dimsum. This processed product is marketed directly at the processing site as frozen food, at a bazaar event at the Padang Panjang city Sunday field, and online through account media like Instagram, Whatsapp, and Facebook.

The workforce working at Poklahsar Kita Bisa is one group with 10 members, with every member generally producing barracuda/tete fish and shrimp dim sum. The production of barracuda/tete fish and shrimp dim sum is carried out once a day. Week. Poklahsar Kita Bisa's production capacity is barracuda/tete fish dim sum, an average of 300 pcs/week, and shrimp dim sum, an average of 150 pcs/week. With price sell fish dim sum barracuda IDR 2000/pcs and dim sum shrimp IDR 4000/pcs.

2. Material and Method

2.1. Time and Place

This research was conducted from May 30 to June 5, 2024, in Ekor Lubuk Subdistrict padang panjang east City padang panjang Province Sumatera Barat. The location of this research was determined purposively, considering that City Padang Panjang is an area where the fishery is the only one that exists, a business dim sum product fishery group, and our community group kita bisa.

2.2. Methods

The case study method is used. This method is carried out to study a case in depth. The nature of the study is limited to the population, place, and time in the field. Data retrieval is used in interviews, documentation, and direct observation techniques.

2.3. Procedures

2.3.1. Determining Respondent

In the study, the respondents were determined using the sampling technique. According to Poerwandari's (2007) research, this qualitative research generally uses the approach of observation and interview, where respondents are not taken randomly but chosen to follow specific criteria. The Sample Study has two people, namely the chairman and a member of Our Community Group kita bisa.

2.3.2. Data Types

Data was primarily obtained from the group Community Service Center We Can. Primary data will be collected, such as fixed capital, working capital, fixed costs, and costs not fixed. Secondary data will be collected from the service fishery Ekor Lubuk Subdistrict, Padang Panjang City. Primary data also concerns the profile of

the business owner of the Poklahsar Kita Bisa group (name, age, gender, level of education, education of family members, business history, and marketing).

2.4. Data Analysis

2.4.1. The Total Investment

Total investment is over cost, issued for businesses until they operate for produce benefits. Total investment in business processing product fisheries and aquaculture is capital accumulation still and capital. Work with the following formula (Soekartawi, 2013).

$$TI = MT + MK$$

Description:

- TI = Total Investment
- MT = Fixed capital (IDR)
- MK = Working capital (IDR)

2.4.2. Business Costs

Total cost is the total sum of fixed costs and variable costs. It is not permanent in the business activities of processing fishery products, as formulated as follows (Suratiah, 2015).

$$TC = FC + VC$$

Description:

- TC = Total cost
- FC = Fixed cost
- VC = Variable cost

2.4.3. Gross Income

Gross income or revenue is the product of the output produced at the price of dim sum fish, barracuda/tete, and shrimp. Total revenue is the results obtained in processing business product fisheries, formulated as follows (Suratiah, 2015).

$$TR = Q \times P$$

Description:

- TR : Total Reception
- Q : Amount of barracuda/tete fish and shrimp dimsum production.
- P : The selling price of barracuda/tete fish and shrimp dim sum (IDR).

2.4.4. Profit

Profit or income clean is the difference between reception and total cost, is issued, and is formulated as follows (Suratiah 2015).

$$\pi = TR - TC$$

Description:

- P : Profit (Rp)
- TR : Total Revenue /Total Reception (IDR)
- TC : Total Cost /Total Cost (IDR)

2.4.5. Revenue Cost of Ratio (RCR)

It is a comparison between gross income and total costs. Issued. RCR is used to see the cost of giving reception. The formula used is:

$$RCR = TR/TC$$

Information:

- TR = Total Revenue
- TC = Total Cost

With criteria business: $RCR > 1$ so business the profitable and worthy continued; $RCR < 1$ business the experience loss and no can be continued; $RCR = 1$ then business experiencing a break-even point.

2.4.6. Financial Rate of Return (FRR)

Financial Rate of Return (FRR) is a percentage comparison between profit (π) and a total investment (IT) that is implanted with the formula:

$$FRR = NI / I \times 100\%$$

Description:

- FRR = Financial Rate of Return
- NI = Net Income
- I = Total Investment

With criteria business: $FRR > \text{Ethnic group flower loan bank}$ applicable so business give benefits to investment, which planted and should be done investment, $FRR < \text{Ethnic group}$; loan bank interest is appropriate, so investment business should be deposited to the bank because it is more profitable (Hendrik, 2013). Knowing the FRR (Financial Rate of Return) can determine whether capital should be invested in a business or a bank; if the FRR (Financial Rate of Return) is significant from the ethnic group, bank interest matters. That shows capital should invested in business from on invested to bank.

2.4.7. Payback Period of Capital (PPC)

It is an analysis used to see the duration of return business capital (Hendrik, 2013). The payback period of Capital (PPC) measures how fast investment can return. The faster a business can return the investment costs, the better the capital turnover for the company (Nurmalina & Burhanuddin, 2018). The following PPC formula is: π

$$PPC = IT / \pi \times \text{PERIOD}$$

Description:

PPC = Payback Period of Capital

IT = Total investment (IDR)

π = Profit (IDR)

With business criteria: If the value of the payback period is more significant than economic life, then the investment is rejected. If the value of the payback period is more significant than economic life, then the investment is accepted. If the criteria are evaluated in this payback period method, and if the payback period is smaller than the time maximum required, then the project is accepted. On the contrary, when the payback period is more significant or longer than indicated, the investment is rejected (Nainggolan, 2018).

3. Result and Discussion

3.1. Investment in Fishery Product Processing Business

Based on Table 1, it can be seen that the fixed capital used by Poklahsar Kita Bisa is for the production of barracuda/tete fish dim sum and shrimp dim sum at Poklahsar Kita Bisa, which is IDR 25,474,000. At Poklahsar Kita Bisa, Not only fish and shrimp dim sum products, half of them are other products. For fixed capital, 50% is dim sum products, and the other 50% is for different products. So, the fixed capital for dim sum is IDR 12,737,000.

Table 1. Fixed Capital Capital is still processing dim sum fish barracuda/tete and dim sum shrimp

No	Type	Amount Unit	Price (IDR)	Total (IDR)
1	Booth	1	2,500,000	2,500,000
2	Machine Grinder capacity 2kg	1	5,000,000	5,000,000
3	Food processor capacity 1/2kg	1	2,000,000	2,000,000
4	Vacuum Sealer	1	500,000	500,000
5	Receptacle plastic	10	30,000	300,000
6	Basin	2	50,000	100,000
7	Cormorant steamer diameter 40 cm	1	150,000	150,000
8	Cormorant steamer diameter 30 Cm	1	100,000	100,000
9	Klakat bambu	2	200,000	400,000
10	Wajan diameter 40 cm	1	100,000	100,000
11	Wajan diameter 30 cm	1	50,000	50,000
12	Panci	1	50,000	50,000
13	Kompor	2	350,000	700,000
14	Nampan	4	50,000	200,000
15	Talenan	3	50,000	150,000
16	Pisau	4	50,000	200,000
17	Sendok	12	2,000	24,000
18	Blender	1	250,000	250,000
19	Meja preparasi	1	750,000	750,000
20	Freezer	2	3,000,000	6,000,000
21	Refrigerator/fridge	1	3,500,000	3,500,000
22	Fish Box	1	200,000	200,000
23	Cupboard Material	1	1,500,000	1,500,000
Amount			20,432,000	25,474,000
50%				12,737,000

Table 2 shows capital Work production for dim sum fish barracuda/tete and dim sum shrimp in Community Service Center Kita Bisa, which is IDR 2,648,000. Capital Work production dim sum fish barracuda/tete and dim sum shrimp. Based on Table 3, it can be seen that the fixed capital for processing fishery products amounts to IDR 12,737,000. The working capital for producing barracuda/tete fish and shrimp dim sum at Poklahsar Kita Bisa is IDR 2,648,000. The total investment obtained from the fishery product processing business at Poklahsar Kita Bisa, namely IDR 15,385,000.

Table 2. Capital work product

Type Cost	Amount/ Unit	Price unit	Cost/ Production	Cost/ Month
Fish barracuda/tete	2 Kg	80,000	160,000	640,000
Shrimp	1 Kg	100,000	100,000	400,000
Additional Ingredients (Flour)	1 Kg	12,000	15,000	60,000
Spice	1 Package	15,000	15,000	60,000
Plastic packaging	50 pcs	1,000	50,000	200,000
Label	50 pcs	500	25,000	100,000
Material burn gas	1	8,000	8,000	32,000
Material bkr oil	1	12,000	12,000	48,000
Transportation	1	80,000	80,000	320,000
Wages Power Work	1	150,000	150,000	600,000
Electricity	1	50,000	50,000	200,000
Total			662.000	2.648.000

Table 3. Total investment processing product

No	Type Capital	Amount (IDR)
1	Capital Still	12,737,000
	Capital Work	2,648,000
	Total	15,385,000

Table 4. Costs still processing product fisheries

No	Type	Total	Unit	Price unit	Cost/Production	Cost/Month	Cost/Year
1	Labor wages	1	person	150,000	150,000	600,000	7,200,000
2	Electricity	1	Unit	50,000	50,000	200,000	2,400,000
	Amount						9,600,000

Table 5. Cost depreciation

No	Type	Total	Unit	Price unit	Amount/Rp	Mark Residue	Cost Shrinkers n/month
1	Booth	1	Set	2,500,000	2,500,000	500,000	400,000
2	Grinding machine capacity 2kg	1	Unit	5,000,000	5,000,000	105,000	815,833
3	Food processor capacity ½ kg	1	Unit	2,000,000	2,000,000	50,000	650,000
4	Vacuum sealer	1	Unit	500,000	500,000	100,000	133,333
5	Kompom	2	Unit	350,000	700,000	20,000	136,000
6	Blender	1	Unit	250,000	250,000	30,000	55,000
7	Freezer	2	Unit	3,000,000	6,000,000	300,000	1,425,000
8	Refrigerator/fridge US	1	Unit	3,500,000	3,500,000	250,000	812,500
9	Cupboard material	1	Unit	1,500,000	1,500,000	300,000	300,000
	Amount						5,210,000
	50%						2,605,000

Table 5. Cost variable processing product fishery

Type Cost	Amount/unit	Price/ unit	Cost/Production	Cost/Month	Cost/Known
Fish barracuda/tete	2 Kg	80,000	160,000	640,000	7,680,000
Shrimp	1 Kg	100,000	100,000	400,000	4,800,000
Material (Flour)	1 Kg	15,000	15,000	60,000	720,000
Spice	1 Package	25,000	25,000	100,000	1,200,000
Plastic packaging	50 pcs	1,000	50,000	200,000	2,400,000
Label	50 pcs	500	25,000	100,000	1,200,000
Material burn gas	1	8,000	8,000	32,000	384,000
Material Bkr oil	1	12,000	12,000	48,000	576,000
Labor/marketing costs	1	10,000	10,000	40,000	480,000
Total				1,620,000	19,440,000

Table 6. Processing receipts product fishery

No	Reception	Type Product	Amount/ 1x production/pcs	Amount/pcs	Price/pcs	Total Receipts /month
1	Revenue/Month	Dimsum Fish barracuda/tete	300	1,200	2,000	2,400,000
		Dimsum Shrimp	125	500	4,000	2,000,000
		Total				4,400,000
2	Admission/Year	Dimsum Fish barracuda/tete	300	14,400	2,000	28.800.000
		Dimsum Shrimp	125	6.000	4.000	24.000.000
		Total				52.800.000

Based on Table 6, Revenue/Month, which owned fish barakuda /tete, and dim sum shrimp, which is Rp. 4,400,000. Admissions/Year: Which owned Dimsum fish barracuda/tete and dim sum shrimp, which is Rp. 52,800,000. Based on income, fishery product processing business that. Income fishery product processing business Which issued/Year that is IDR21,115,000.

For-profit, relatively business processing product fishery can use the Revenue Cost Ratio (RCR), which is a comparison between reception and the total cost of production that is issued. If the business has an RCR value > 1, economical business can be continued; when marked RCR < 1, the business experiences loss and no worth continued. If RCR = 1, the business does not experience profit or loss.

The total RCR that owned Dimsum barracuda/tete fish and dim sum shrimp is 1.66. The RCR results show that the fishery product processing business is profitable. This aligns with the theory that if $RCR > 1$, the business is profitable and worth continuing. The Financial Rate of Return (FRR) compares income with the total investment invested in a business. If the mark $FRR >$ ethnic group bank deposits interest, it is better to invest in the business; if the FFRR value $<$ term bank interest, then saving your investment in a bank would be better because it will be more profitable.

As for the total FRR that owned Dimsum fish barracuda / tete and dim sum shrimp, that is as big as 137.24%. FRR is smaller than the deposit interest rate at Bank Bri 6.4%; the effort saved in the bank will be a better investment in the fishery product dim sum business in the Ekor sub-district of Lubuk Padang Panjang City. Suppose the mark FRR is more significant from ethnic group flower deposit on bank Bri 6.4%. In that case, the business should invest in dim sum product fisheries in Ekor sub-district Lubuk Basung City Padang Panjang.

The payback Period of Capital (PPC) is the time required for invested capital (investment) to obtain a return in term time. This analysis is used to determine the control period. Capital is expressed in periods. A known PPC value obtained for the total PPC owned Dimsum fish barracuda / tete and shrimp is 0.72, which means business processing dim sum product fishery takes about 7 months.

4. Conclusions

Total Investment business processing product fisheries, IDR 15,385,000, consists of capital still as big as IDR12,737,000, capital Work IDR2,648,000. Total cost Production/Year IDR 31,645,000. Which consists of costs still as big as Rp12,205,000 and costs variable Rp19,440,000. The receipt was obtained by processing product fishery in the Community Service Center Kita Bisa, which offers barracuda/tete fish and shrimp dim sum for Rp. 52,800,000. Income obtained by processing product fishery in Community Service Center Kita Bisa is Dimsum fish barracuda/tete and shrimp IDR 21,115,000. Based on the calculation results, the RCR value is 1.66. Mark FRR is 137.24%, with ethnic group Bank BRI interest at 6.4%. The PPC value is 0.72. Based on the analysis of RCR, FRR, and PPC, the business processing of fishery products in Poklahsar Kita Bisa can be said to be feasible to continue or execute.

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