

Kajian nilai tambah dan profitabilitas terhadap produk olahan ikan layang (*Decapterus spp*) di PPI Muara Angke Jakarta Utara Provinsi DKI Jakarta = Value added and profitability study of the processed products scad fish (*Decapterus spp*) in PPI Muara Angke North Jakarta

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Abstrak

[<b>ABSTRAK</b><br>

Tujuan dari penelitian ini adalah mengetahui nilai tambah dan profitabilitas ikan layang menjadi produk olahan yang diperoleh pengolah, besarnya distribusi dan margin rantai nilai di sepanjang rantai nilai ikan layang, kondisi rantai nilai ikan layang di setiap pelaku usaha dan kecenderungan hasil Catch per Unit Effort (CPUE) yang ditangkap di Perairan Laut Jawa. Usaha pengolahan ikan layang di PPI Muara Angke memperoleh keuntungan walaupun masih dilakukan secara tradisional atau sederhana. Pengolahan ikan layang menjadi produk olahan yang dihasilkan yaitu ikan asin, ikan pindang, dan ikan asap. Metode penelitian yang dilakukan pada penelitian ini menggunakan metode survey, serta melakukan wawancara dengan menggunakan kuesioner terhadap 28 responden. Hasil penelitian menunjukkan bahwa margin pembentuk rantai nilai terhadap produk olahan, nilai tambah dan profitabilitas dari produk olahan ikan layang tertinggi adalah ikan asap. Hal ini dikarenakan ikan asap menghasilkan total penerimaan yang lebih besar dibandingkan dengan ikan asin, dan ikan pindang. Distribusi rantai nilai ikan layang meliputi nelayan, pengolah, pedagang, dan konsumen. Kecenderungan CPUE terhadap penangkapan ikan layang mengalami penurunan. Untuk meningkatkan keberlangsungan usaha pengolah di Muara Angke perlu melakukan diversifikasi produk dengan menggunakan bahan baku selain ikan layang.

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<b>ABSTRACT</b><br>

The objectives of this study were to determine the value added and profitability of this existing scad fish process products, the magnitude and distribution of value chain margin along the value chain scad fish, scad fish value chain condition in every business, and establish a trend CPUE results caught in the waters of the Java sea. The results of this study should that scad fish processing industry has been profited a good profit although it has been done in traditional way. Scad fish processing into refined products products are salted fish, preserved fish, dan smoked fish. The research method in this study using a survey method, and doing interviews using questionnaires to 28 respondents. The results showed that the margin forming on the product value chain processed, value added and profitability of processed fish products is the highest scad fish is smoked fish. This is because the smoked fish generate total revenues greater than the salted fish and preserved fish. Distribution of scad fish value chain includes fishermen, producers, traders, and consumers. CPUE trend fishing decreased scad fish. To improve business continuity processes, Muara Angke need to diversify their products by using raw materials other than scad fish.;The objectives of this study were to determine the value added and profitability of this existing scad fish process products, the magnitude and distribution of value chain margin along the value chain scad fish, scad fish value chain condition in every business, and establish a trend CPUE results caught in the waters of the Java sea. The results of this study should that scad fish processing industry has been profited a good profit although it has been done in

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