

## RINGKASAN

Sektor perikanan mampu memberikan nilai tambah dan mempunyai nilai strategis, serta memberikan banyak manfaat dalam perekonomian nasional apabila dapat dikelola dan diolah dengan baik. Penelitian ini merupakan penelitian tentang analisis nilai tambah dan pendapatan usaha pengolahan hasil perikanan, yaitu pengolahan ikan bandeng. Penelitian ini mengambil judul: “Analisis Nilai Tambah Pengolahan Ikan Bandeng Di Kecamatan Juwana Kabupaten Pati”.

Penelitian ini bertujuan untuk mengetahui nilai tambah pengolahan ikan bandeng di Kecamatan Juwana Kabupaten Pati, kemudian untuk mengetahui keuntungan yang didapatkan pengusaha olahan ikan bandeng di Kecamatan Juwana Kabupaten Pati. Metode penelitian yang digunakan adalah metode kuantitatif. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode sensus.

Berdasarkan hasil penelitian dan analisis data menggunakan metode Hayami dan analisis pendapatan menunjukkan bahwa: terdapat nilai tambah yang positif terhadap semua produk olahan ikan bandeng yang diproduksi. Nilai tambah yang diperoleh dari produksi bandeng presto sebesar Rp32.070,47, dimana 57% diterima oleh pengusaha dan 43% diterima oleh tenaga kerja langsung diluar input lain, nilai tambah pada pengolahan ikan bandeng menjadi bandeng *crispy* sebesar Rp45.572,52 dimana 68% dari nilai tambah diterima oleh pengusaha dan 32% diterima oleh tenaga kerja langsung diluar input lain, nilai tambah pada pengolahan ikan bandeng menjadi *nugget* bandeng sebesar Rp113.446,20 dimana 86% dari nilai tambah tersebut diterima oleh pengusaha dan 14% diterima oleh tenaga kerja langsung diluar input lain, nilai tambah pada pengolahan ikan bandeng menjadi bakso bandeng sebesar Rp81.727,91 dimana 82% diterima oleh pengusaha dan 18% diterima oleh tenaga kerja langsung diluar input lain, nilai tambah pada pengolahan ikan bandeng menjadi otak-otak bandeng sebesar Rp37.416,56 dimana 68% diterima oleh pengusaha dan 32% diterima oleh tenaga kerja langsung diluar input lain. Dalam analisis perhitungan pendapatan pengusaha olahan ikan bandeng menunjukkan bahwa rata-rata pendapatan pengusaha olahan ikan bandeng secara keseluruhan adalah Rp172.822.619,52.

Implikasi dari penelitian ini yaitu ada baiknya apabila pengusaha memproduksi *nugget* dan bakso bandeng karena mempunyai keuntungan yang besar, pengusaha olahan ikan bandeng harus mampu berinovasi dalam mengolah ikan bandeng sehingga menghasilkan banyak produk yang lebih menarik, peran pemerintah daerah sangat diperlukan untuk mendorong perkembangan industri ini karena mampu meningkatkan pendapatan masyarakat.

*Kata kunci : Pengusaha, olahan ikan bandeng, nilai tambah dan pendapatan*

## SUMMARY

*The fisheries sector is able to provide added value and have strategic value, as well as provide many benefits in the national economy if it can be managed and processed properly. This research is a research on the analysis of added value and income of fishery product processing business, namely milk fish processing. This study takes the title: "Analysis of Milkfish Processing Value Added Processing in the District of Juwana Pati Regency".*

*This study aims to determine the added value of milkfish processing in Juwana Subdistrict, Pati Regency, then to determine the benefits of milkfish processed entrepreneurs in Juwana Subdistrict, Pati Regency. The research method used is a quantitative method. The sampling method used in this study is the census method.*

*Based on the results of research and data analysis using the Hayami method and income analysis shows that: there is a positive added value to all processed milkfish products produced. The added value obtained from the production of presto milkfish is Rp. 32,070.47, where 57% is accepted by employers and 43% is received by direct labor outside other inputs, the added value in processing milkfish into crispy milkfish is Rp45,572.52 where 68 % of the added value received by the employer and 32% received by the labor directly outside other inputs, the added value in the processing of milk fish becomes a milk nugget of Rp.113,446.20 where 86% of the added value is received by the employer and 14% is received by the labor direct work outside of other inputs, added value in the processing of milk fish into milkfish is Rp.881,727.91 where 82% is received by employers and 18% is received by direct labor outside other inputs, value added in milkfish processing becomes milk fish amounting to Rp37,416,56, where 68% were received by employers and 32% were received by direct workers outside other inputs. In the analysis of the calculation of milkfish businessman processed entrepreneurs income shows that the average income of milkfish processed businessman as a whole is Rp172,822,619,52.*

*The implication of this research is that it is better if the businessman produces milkfish nuggets and milkballs because it has a large profit, milkfish processed entrepreneurs must be able to innovate in processing milkfish so that they produce many more interesting products, the role of the local government is needed to encourage the development of this industry because able to increase people's income.*

*Keywords: Entrepreneur, milkfish processed, added value and income*