

RINGKASAN

Provinsi Jawa Tengah merupakan salah satu pusat pengolahan ikan asap terbesar di Indonesia. Desa Suradadi tepatnya di Kecamatan Suradadi Kabupaten Tegal dikenal sebagai salah satu desa di pesisir pantai yang memiliki industri rumahan pengolahan ikan asap. Desa ini memegang teguh nilai-nilai tradisional dan memiliki budaya yang khas, salah satunya budaya pengolahan ikan asap. Pengolahan ikan asap telah memberikan dampak positif terhadap masyarakat dan pembangunan desa secara menyeluruh. Hal ini ditunjukkan dengan penyerapan tenaga pekerja dan peningkatan produktivitas masyarakat Desa Suradadi. Namun, perkembangan industri rumahan pengolahan ikan asap berkembang sedikit lambat karena kurangnya analisis pendapatan dan nilai tambah oleh para pemilik industri rumahan. Oleh karena itu, perlu dilakukan penelitian dengan judul “ Analisis Pendapatan dan Nilai Tambah Industri Pengolahan Ikan Asap Desa Suradadi Kecamatan Suradadi Kabupaten Tegal”. Tujuan penelitian ini adalah menganalisis tingkat pendapatan, analisis kelayakan dan tingkat efisiensi industri, dan berapa besar nilai tambah yang terjadi pada industri rumahan pengolahan ikan asap.

Penelitian ini dilakukan di Desa Suradadi, Kecamatan Suradadi, Kabupaten Tegal. Data yang digunakan dalam penelitian ini yaitu data primer dengan teknik pengumpulan data diperoleh langsung melalui pengisian kuisioner dan wawancara langsung. Jumlah populasi dalam penelitian ini yaitu 39 orang. Pengambilan sampel dari populasi dilakukan dengan metode non probability sampling. Sample dipilih menggunakan teknik sampling jenuh. Teknik analisis data menggunakan analisis pendapatan, R/C rasio, dan metode hayami.

Hasil penelitian menunjukkan bahwa pendapatan dapat dikatakan menguntungkan, kemudian perhitungan R/C rasio tinggi artinya industri rumahan pengolahan ikan asap layak untuk dijalankan dibandingkan hanya menjual ikan segar, dan nilai tambah bersifat positif atau dapat meningkatkan pendapatan pemilik industri rumahan pengolahan ikan asap.

Implikasi dari penelitian ini yaitu pemilik industri rumahan pengolahan ikan asap dapat mulai meningkatkan produksi ikan asap, membutuhkan inovasi produk seperti kemasan. Disamping itu, perlu bekerjasama dengan toko-toko lokal, restoran, dan hotel sehingga dapat membantu memperluas jangkauan penjualan ikan asap.

Kata kunci : Ikan Asap, Industri Rumahan, Pendapatan, Efisiensi Usaha, Nilai Tambah

SUMMARY

Central Java Province is one of the largest smoked fish processing centers in Indonesia. Suradadi Village in Suradadi District, Tegal Regency, is known as one of the coastal villages that has a smoked fish processing home industry. The village upholds traditional values and has a distinctive culture, one of which is smoked fish processing. Smoked fish processing has had a positive impact on the community and overall village development. This is shown by the absorption of labor and increased productivity of the Suradadi Village community. However, the development of the smoked fish processing home industry is growing a little slow due to the lack of analysis of revenue and added value by the owners of the home industry. Therefore, it is necessary to conduct research with the title "Analysis of Revenue and Added Value of The Smoked Fish Processing Industry in Suradadi Village, Suradadi District, Tegal Regency". The purpose of this research is to analyze the level of revenue, feasibility analysis and efficiency level of the industry, and how much added value occurs in the smoked fish processing home industry.

This research was conducted in Suradadi Village, Suradadi District, Tegal Regency. The data used in this study were primary data with data collection techniques obtained directly through filling out questionnaires and direct interviews. The total population in this study was 39 people. Sampling of the population was done by non probability sampling method. Sample was selected using saturated sampling technique. Data analysis techniques using revenue analysis, R / C ratio, and hayami method.

The results showed that revenue can be said to be profitable, then the calculation of the R / C ratio is high, meaning that the smoked fish processing home industry is feasible to run compared to just selling fresh fish, and the added value is positive or can increase the revenue of the owner of the smoked fish processing home industry.

The implication of this research is that smoked fish processing home industry owners can start increasing smoked fish production, requiring product innovations such as packaging. In addition, it is necessary to cooperate with local shops, restaurants, and hotels so that it can help expand the sales range of smoked fish.

Keywords: Smoked Fish, Home Industry, Income, Business Efficiency, Added Value