

## V. CONCLUSION AND IMPLICATIONS

### A. Conclusion

Based on the research and discussion in this study, the following conclusions were obtained:

1. The revenue analysis showed that the net revenue of smoked fish amounted to Rp 3.078.158 per period, then the level of revenue can be said to be feasible and profitable because it is greater than the decent living needs of Tegal Regency which is Rp 2.422.174, therefore it can meet the needs of daily life.
2. The results of the business efficiency analysis of the smoked fish processing home industry show that profitable because the R/C ratio value is  $Rp\ 1.94 > 1$ . This means that the smoked fish processing home industry in Suradadi Village is feasible to run compared to selling only fresh / raw fish.
3. The result of added value analysis from fresh fish to smoked fish is  $60.18\% > 40\%$ . This means that the added value is positive or can increase revenue of the owner of the smoked fish processing industry.

### B. Implication

Based on the results of research and discussion in this study. there are implications, namely:

1. Increase production of smoked fish through the addition of high-quality primary raw materials and ensuring that the fish used is fresh to produce a superior end product, thereby spurring

increased sales and income of smoked fish processing home industry owners.

2. Industry owners need product innovations such as making variations in flavor, size, and packaging to appeal to various market segments. In order to increase the income and added value of industry owners, it is important to innovate.
3. Industry owners need to cooperate with local shops, restaurants, and hotels so that they can help expand the sales reach of smoked fish and increase the income of the smoked fish processing home industry.

#### C. Research Limitations

. This research was conducted on smoked fish processing home industry owners in Suradadi Village, Suradadi Sub-district, Tegal Regency. The object of research was only conducted within the scope of the smoked fish processing home industry. This variable is limited to the calculation of revenue, business efficiency, added value. Influencing factors have an impact on the revenue of smoked fish processing home industry owners, but these factors are not used in this study, so it becomes a limitation.