



Research Article

Analysis of Added Value and Marketing Characteristics of Japuh (*Dussumieria acuta*, C.V.) Pindang Fish Products at Mamah Haji UMKM in Pangandaran

Analisis Nilai Tambah dan Karakteristik Pemasaran Produk Ikan Japuh Pindang Pada UMKM Mamah Haji Pangandaran

Junianto*, Sigit Bakti Atmojo, Jasmine Khalilah, Tristan Eka Setyaji¹

¹ Department of Fisheries,
Faculty of Fisheries and
Marine Sciences,
Padjadjaran University,
Pangandaran, 46393, West
Java, Indonesia

*email:
junianto@unpad.ac.id

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Abstract: The added value and marketing characteristics of fish pindang are not only a matter of microeconomics, but also touch on social aspects, public policy and regional development. Added value helps to know how much profit is obtained from the process of processing fresh fish into pindang. The study of marketing characteristics provides an overview of how pindang products are consumed and distributed. This study aims to determine the added value and marketing characteristics of pindang fish products at Mamah Haji. This UMKM located in Cikembulan Village, Sidamulih District, Pangandaran Regency, West Java. The research method used is the survey method. Data was obtained through direct interviews at the production house. The results of the study showed that the added value generated from the pindang fish processing process was IDR 18,000 / kg with a value added ratio of 37.5% which is included in the medium category. The net profit of the business reached IDR 10,000 / kg and the percentage of business profit was 43.48% so that this business is capital intensive. The market segmentation of Mamah Haji UMKM's pindang fish products targets local people and tourists. The product has advantages in the form of a distinctive taste, soft bone texture and hygienic vacuum packaging. Pricing is based on production costs while promotion is carried out through word of mouth and social media methods and distribution activities are carried out directly to consumers.

Keywords: Added Value, Marketing, Pindang Fish Products

Abstrak: Nilai tambah dan karakteristik pemasaran pindang ikan tidak hanya menjadi masalah ekonomi mikro, tetapi juga menyentuh aspek sosial, kebijakan publik, dan pembangunan daerah. Nilai tambah membantu untuk mengetahui seberapa besar keuntungan yang diperoleh dari proses pengolahan ikan segar menjadi pindang. Kajian karakteristik pemasaran memberikan gambaran tentang bagaimana produk pindang dikonsumsi dan didistribusikan. Penelitian ini bertujuan untuk mengetahui nilai tambah dan karakteristik pemasaran produk ikan pindang di Mamah Haji. UMKM ini berlokasi di Desa Cikembulan, Kecamatan Sidamulih, Kabupaten Pangandaran, Jawa Barat. Metode penelitian yang digunakan adalah metode survei. Data diperoleh melalui wawancara langsung di rumah produksi. Hasil penelitian menunjukkan bahwa nilai tambah yang dihasilkan dari proses pengolahan ikan pindang sebesar Rp18.000/kg dengan rasio nilai tambah sebesar 37,5% yang termasuk dalam kategori sedang. Keuntungan bersih usaha mencapai Rp10.000/kg dan persentase keuntungan usaha sebesar 43,48% sehingga usaha ini termasuk padat modal. Segmentasi pasar produk ikan pindang UMKM Mamah Haji menyasar masyarakat lokal dan wisatawan. Produk memiliki keunggulan berupa rasa khas, tekstur tulang lunak serta kemasan vakum yang higienis. Penentuan harga didasarkan pada biaya produksi sementara promosi dilakukan melalui metode dari mulut ke mulut dan media sosial serta kegiatan distribusi dilakukan secara langsung kepada konsumen.

Kata kunci: Nilai Tambah, Pemasaran, Produk Ikan Pindang

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INTRODUCTION

Pangandaran Regency is one of the areas in West Java that has quite large fisheries potential. Fisheries activities are a source of original income for the region [Nurholisah et al. \(2023\)](#). One of the efforts made by the Pangandaran community to utilize fishery resources is to carry out the processing process. The purpose of the processing process is to extend the shelf life of fish, increase added value and increase fish consumption and expand the distribution of fish marketing [Muzkiyah et al. \(2023\)](#). Fish processing on a household or micro, small and medium industry scale is still often found in Indonesia and is still considered traditional ([Suwardane et al., 2019](#); [Samual et al., 2022](#)).

The economic activity carried out by the majority of Indonesian people as the main source of income is UMKM ([Hapsari et al., 2024](#); [Lubis & Salsabila. 2024](#)). The type of business is based on local potential and has the opportunity for export. UMKM need to be developed because they can strengthen the stability of the national economy by utilizing domestic raw materials and their broad market potential. Currently, UMKM are getting more attention because they are considered to be the driving force of the economy in the midst of the crisis that hit Indonesia ([Baihaqi, 2023](#); [Khairunnisa & Nofrianto, 2023](#)). In the fisheries sector, UMKM are generally dominated by processing businesses, one of which is the production of pindang fish ([Supriadi et al., 2021](#)).

Pindang fish is a traditional fish preparation that is made through the process of boiling or steaming with spices and spices to extend the shelf life and add flavor. Its distinctive taste and affordable price make pindang fish one of the processed fish products that are favored by the Indonesian people ([Arifin et al. 2025](#)). Despite the great potential, UMKM actors still face various obstacles such as limited capital, lack of understanding of management, lack of use of technology, and difficulties in expanding market reach. Therefore, added value and marketing analysis is needed to determine the influence of the processing process on increasing the economic value of the product. Various research on the analysis of the added value of fish processed into pindang products has been widely conducted, analysis of the added value of tuna fish into pindang ([Gabriela & Junianto, 2024](#)) and analysis of the added value of mackerel into pindang ([Ichwan, 2023](#)). The amount of the value ratio is influenced by many factors including the selling price of the product, the purchase price of raw materials and others.

The analysis was carried out on the Mamah Haji UMKM which is engaged in the pindang fish business in Cikembulan Village, Sidamulih District, Pangandaran Regency, West Java. The UMKM was established 10 years ago and still has limitations in the processing process to marketing but has great potential to be developed. Many MSMEs do not continue after changing management from father/mother to child. Based on this background, this study aims to determine the added value and marketing characteristics of pindang fish products at the Mamah Haji UMKM.

MATERIALS AND METHODS

This study uses a survey method that aims to collect data systematically from respondents regarding the operations, challenges, and development strategies of Mamah Haji UMKM. This research was conducted from February 10, 2025 to April 15, 2025. The survey was chosen because it allows data collection in a relatively short time. The research data consists of primary and secondary data. Primary data was obtained through interviews while secondary data was collected from journals, books, and other literature. The purposive sampling method was used to determine the sample, namely by selecting respondents deliberately based on criteria that are in accordance with the research objectives. The respondents who became the resource persons were the owners and workers of UMKM Mamah Haji. The respondents numbered 5 people. The added value of the product was analyzed using the method according to [Hayami \(1987\)](#). According to [Zedha et al \(2023\)](#), the value-added ratio category can be distinguished as follows: the added value is classified as low if the ratio is below 15%. If the ratio is between 15% and 40%, then it is included in the moderate category. Meanwhile, the added value is considered high if the ratio exceeds 40%. The data obtained related to marketing characteristics were analyzed descriptively and qualitatively.

RESULTS AND DISCUSSION

Business Profile

UMKM Mamah Haji is a fishery product processing business in the form of pindang fish that has existed since 2015. This business was founded by Hj Iik and then inherited by her daughter, Itha Tresniawatty. The consideration of Hj Iik's old age is the main reason why the UMKM is managed by her daughter, Itha Tresniawatty. UMKM Mamah Haji is located in Cikembulan Village, Sidamulih District, Pangandaran Regency, West Java. This location is very strategic because it is very close to the fish auction place and the Pangandaran traditional market. The distance from the east coast of Pangandaran, the Pangandaran beach tourist center to the production house is 4.9 km



Figure 1. Logo of Mamah Haji UMKM production house
(Source: Personal documentation)

Based on the results of the interview, the processing of pindang fish in this UMKM involves 3 workers. The types of fish used consist of two categories, namely freshwater fish and saltwater fish. Freshwater fish that are usually used for pindang are carp, while for saltwater fish,

japuh fish are generally used. Currently, the type of fish most often used is japuh fish. In one production period, this UMKM uses around 10 kg of fish with a size of 6 fish/kg. The production time from preparing raw materials to the product being ready to be marketed is 6 hours. Japuh fish is easy to obtain and is cheaper than carp in the Pangandaran area.

The fish used in the production process are obtained directly and in fresh condition from local fishermen around the Pangandaran area. The selection of fresh raw materials is an important aspect in processing fishery products because the freshness of the raw materials greatly affects the quality of the final product. According to [Andhikawati et al. \(2023\)](#) the quality of a product is determined by the freshness and quality of the fish which includes physical appearance, aroma and texture. Freshness of raw materials directly affects product shelf life, consumer trust, product differentiation, and overall market competitiveness ([Timisela et al., 2023](#)). Fresh raw materials will produce products with good quality, longer shelf life, and are more preferred by consumers, which ultimately increases product competitiveness in the market ([Rosminah et al., 2024](#)).

Added Value of Pindang Fish Products

In this study, the added value was analyzed using the Hayami method. This method aims to measure how much the value of a product increases and the profits obtained after going through the processing process [Novianti et al. \(2021\)](#). The results of the analysis of the added value of Mamah Haji UMKM pindang fish can be seen in Table 1.

Table 1. Results of Value-Added Analysis

	VARIABLE	VALUE
I	Outputs, Inputs, and Prices	
A	Output (kg)	80
B	Input(kg)	100
C	Workforce (HOK)	16
D	Conversion Factors	0,8
E	Labor Coefficient (HOK/kg)	0,16
F	Output Price (Rp./kg)	60.000
G	Labor Wages (Rp./kg)	50.000
II	Acceptance and Advantages	
H	Raw material price (Rp./kg)	25.000
I	Other input contribution (Rp./kg)	5.000
J	Output value (Rp./kg)	48.000
K	Added value (Rp./kg)	18.000

	VARIABLE	VALUE
L	Value-added ratio (%)	37,5
M	Labour income (Rp./kg)	8.000
N	Labor share (%)	44,44
O	Profit (Rp./kg)	10.000
P	Profit rate (%)	55,56
III	Materials and Services of Production Factors	
Q	Margin (Rp./kg)	23.000
R	Labour Income (%)	34,78
S	Other Input Contributions (%)	21,74
T	Entrepreneur Profit (%)	43,48

Source : Personal Data Processing 2025.

The pindang fish processing process at Mamah Haji UMKM uses 100 kg of raw materials per month and produces a final product of 80 kg. The type of fish used is japuh fish which is purchased for Rp25,000 per kilogram. After being examined, the product is sold at a price of IDR 60,000 per kilogram. The selling price of pindang fish is IDR 10,000 per head, assuming one kilogram of fish contains six fish, the selling price per kg is equivalent to IDR 60,000. This business involves two workers who work for 8 days a month. with a working time of 8 hours per day and a wage of IDR 50,000 per day resulting in a total of 16 HOK per month

From the calculation results in Table 1, the product conversion factor is 0.8, so 1 kilogram of fish raw materials produces 800 grams of pindang fish. This shrinkage occurs because fish parts such as entrails and gills are removed. In addition, the scanning process also reduces the weight of the fish [Handoko et al. \(2024\)](#). Then it obtained a labor coefficient of 0.16 which means that in one working day a worker can process about 0.16 kg of raw materials. The output value is calculated from the result of multiplying between the conversion factor and the selling price, which is IDR 48,000 per kilogram. From this value, the added value produced is IDR 18,000/kg. This value is affected by the difference between the price of raw materials and the cost of additional inputs. The added value ratio reaches 37.5 percent, meaning that every Rp100 of product value contains an added value of Rp37.5. The higher the selling value of the product, the greater the added value produced and this added value ratio is included in the medium category [Azmita et al. \(2019\)](#). The added value ratio of this pindang japuh is greater than the added value obtained from pindang tuna, 15.18% ([Gabriela & Junianto, 2024](#)), but smaller when compared to pindang mackerel, 39.14% ([Ichwan, 2023](#)). The size of the added value ratio is greatly influenced by the amount of input issued and the output obtained.

Each kilogram of processed raw materials provides an income of IDR 8,000 for workers with a share of labor to added value of 44.44 percent. The analysis in table 1 shows that the net profit from each kilogram of raw materials is Rp10,000. This profit is obtained after deducting labor rewards. The value of the profit shows the net income received by Mamah Haji UMKM. From the calculation of the business margin, a value of IDR 23,000 per kilogram was obtained. This margin is divided into three components, namely 34.78 percent for labor, 21.74 percent for additional inputs, and 43.48 percent for business profits. This proportion shows that business profits are greater than labor contributions, so this activity can be categorized as a capital-intensive business [Ichwan \(2023\)](#). This capital-intensive industry is a dilemma for developing countries, including Indonesia.

Product Marketing Characteristics

The characteristics of product marketing are the uniqueness or speciality of a product compared to competitor products that are the main attraction for consumers. Each product has its own characteristics and manufacturers strive to create special characteristics in order to form a positive perception for consumers [Aprilyani et al. \(2020\)](#). Product marketing characteristics include various aspects that affect the success of a product in the market, such as market segmentation, competitive base, pricing, promotion and distribution.

Market Segmentation

Market segmentation is an effort to divide the market into consumer groups based on product types that require different marketing approaches [Husna et al. \(2025\)](#). The purpose of market segmentation in marketing is to find out the group of consumers who have similarities in buying a product so that business actors can develop more efficient tactics to reach the largest number of potential customers [Sudrartono \(2019\)](#). The market segmentation can be segmented based on geographical, demographic, psychographic and consumer behavioral factors.

The market segmentation of processed pindang japuh fish products in Mamah Haji UMKM based on geographical segments aims to reach the areas around Pangandaran, which have a high demand for processed pindang fish products. Pangandaran is identified as a potential geographical segment because its demand is influenced by the food needs of the local population and is a tourist attraction so that processed pindang fish products can be used as typical Pangandaran souvenirs. Meanwhile, the demographic segment of processed pindang cod fish products in Mamah Haji UMKM targets housewives, food stalls, as well as local people and people from outside the region, such as Bandung, Garut, Tasikmalaya and surrounding areas who visit Pangandaran. According to [Sundari & Hanafi \(2024\)](#), demographic segmentation can serve businesses effectively by helping them understand their target market, identify needs and preferences, optimize resources, and increase advertising effectiveness.

Competition Analysis

Based on surveys in the field, Mamah Haji UMKM also have competitors who offer pindang fish products and compete to attract consumers from the same region. In Cikembulan Village, Pangandaran Regency, there are 2 producers who offer processed pindang fish products of the same type and are located in one Pangandaran sub-district. This competition is known as duopoly because there are only two companies competing in the sale of pindang fish products in the region ([Nasution, 2018](#)). In the duopoly competition, the first company adjusts prices optimally while the second company adjusts output to maximize profits [Azmiati & Subhan \(2024\)](#). Although there are competitors, processed pindang fish products at Mamah Haji UMKM have a distinctive advantage, namely the fish bones are soft, have a taste that tends to be sweet and savory and are packaged using vacuum packaging that can prevent oxidation and the growth of microorganisms that can damage the product as shown in figure 2. The superiority of this rice product is used as a marketing strategy by Mamah Haji UMKM to beat its competitors.



Figure 2. Mamah Haji UMKM pindang fish products
(Source: Personal documentation)

Pricing, Promotion and Distribution

Pricing is an important factor in the marketing of a product that aims to set the selling price of a product or service based on the cost of production. The price set will have an impact on the level of demand for the product. Higher prices will reduce the demand for these products [Pelipa et al. \(2023\)](#). The price of pindang fish for Mamah Haji UMKM uses the cost plus pricing method. According to [Tongkad et al. \(2022\)](#) cost plus pricing is a method of determining the selling price by adding the desired profit to the production costs that have been incurred. Based on this, the selling price of Mamah Haji UMKM pindang fish is marketed to consumers at a price of IDR 60,000 per kilogram. Based on the interview results, the pricing of the pindang product was determined by considering price stability and not increasing competition with competitors.

In running a business, it is necessary to carry out promotions to introduce products to the wider community because promotion has an important role in the survival of a company. The form of promotion carried out by Mamah Haji UMKM is word of mouth and using social media whatsapp and facebook. The reason why this SME carries out the above promotion is because it does not require a lot of costs and does not have workers specifically handling the promotion. One of the most effective, powerful and low-cost forms of promotion is word-of-mouth

promotion. Satisfied consumers will usually talk about, recommend and disseminate information about the product to others [Tarigan et al. \(2023\)](#).

In addition to production and promotion aspects, distribution also has an important role in the marketing of a product. Product distribution is the process of distributing goods and services from producers to consumers according to needs [Nikmah et al. \(2023\)](#). The purpose of distribution activities is to ensure that products reach customers in good condition and on time. The distribution of Mamah Haji UMKM pindang fish products is carried out directly by sending and selling products to consumers. Orders can be made through Whatsapp and consumers can come directly to the production house. After ordering, the product will be delivered using a private vehicle or picked up directly by the consumer. Based on the interview results, this distribution system was implemented to reduce marketing costs which would impact the selling price of the product.,

CONCLUSIONS

This study shows that the process of processing pindang fish in Mamah Haji UMKM provides significant added value. Based on the Hayami method, the added value reached IDR 18,000 per kilogram with a ratio of 37.5%, including in the medium category and this business generated a profit of IDR 10,000 per kilogram after deducting labor costs. These profits reflect the net income received by business actors. The proportion of business margin shows that this activity is relatively capital-intensive, with a percentage of business profit of 43.48%. Mamah Haji UMKM have marketing characteristics whose market segmentation is aimed at local communities and tourists in the Pangandaran area. The pindang fish products sold have advantages over competitors because of the distinctive taste, soft bone texture and the use of vacuum packaging. The determination of product prices is still based on production costs without other cost calculations. Promotion is done simply through word of mouth and social media. Product distribution activities are carried out directly to consumers through online ordering or direct visits to the production site. The research enriches the study of value chain analysis, especially on traditional fish processed products such as pindang. In addition, it provides empirical evidence regarding the level of efficiency and contribution of the processing process to increasing product value.

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