

## **ABSTRACT**

### ***Business Development Strategy of Fish Processor on Joint Enterprise Group (KUB) of Bina Sejahtera to Increase Its Member's in Kangkung Village, Bumi Waras Sub-district Bandar Lampung***

***By***

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*This study aims to analyze raw materials inventory control, added value, income, the external and internal environment factors; and to create the strategy of business development of fish processing to increase the members' income of KUB Bina Sejahtera. This group produced fish that were processed into a variety of food products such as meatballs, ekado, spring rolls fish, otak-otak, and piletan. The number of respondent in this study were six members of KUB Bina Sejahtera. SWOT analysis, income theory, Hayami Formula, and EOQ method were used in this research. The results of this research showed that the entire raw materials inventory control had optimal point, the added value of fish processing industry in KUB Bina Sejahtera was greater than zero. Income of each fish product was as follows: meatballs Rp231.826, spring rolls fish Rp338.826, fish lumpia Rp388.826, "otak-otak" Rp2.159.424, and "piletan" Rp27.526.364. The development strategies which could be implemented were: utilizing the location close to the availability of raw materials in order to increase the product quality and meet the market opportunities; producing more quality and variety products to meet the low community preference on local products processed; using the existing financial effectively to increase production and quality of cheap fish products to be more competitive.*

***Keywords : EOQ, fish processing, income, KUB, SWOT analysis***