

ABSTRACT

ANALYSIS OF THE AGROINDUSTRY SYSTEM AND DEVELOPMENT STRATEGY OF FISH CRACKERS IN MUARA GADING MAS VILLAGE, LABUHAN MARINGGAI SUBDISTRICT, EAST LAMPUNG REGENCY (Case Study Of MSME Cek Aina Fish Cracker/KICA)

By

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This study aims to analyze (1) raw material procurement, (2) profit and value added, (3) the implementation of the marketing mix (4P), (4) the role of supporting services, and (5) alternative development strategies in the Agroindustry KICA business. The research method used is a case study on Agroindustry KICA in Muara Gading Mas Village, Labuhan Maringgai District, East Lampung Regency. The research location was determined purposively. Respondents in this study were the owner of the agroindustry (to analyze the agroindustry system) and the agroindustry owner, workers, consumers, the East Lampung MSME Office, and lecturers from the Agribusiness Department (to analyze development strategies). Data collection was conducted from January to May 2025. The data were analyzed qualitatively and quantitatively in a descriptive manner. The results of the study show that: (1) raw material procurement was based on the six-right (6T) criteria with a very high level of accuracy. (2) The monthly profit was IDR 23,064,303.00, and the value added obtained was IDR 6,050.57/kg. (3) The marketing mix of Agroindustry KICA, based on the owner's perception, has fulfilled the 4P components, namely product, price, place, and promotion. However, promotion still relies on personal selling and needs to be improved through the use of social media. Based on consumer perception, the elements of product, price, and place are categorized as good, while promotion is categorized as fair. (4) Supporting services have been well utilized, except for financial institutions, which were not utilized because the agroindustry feels capable of meeting capital needs independently. (5) The alternative development strategies consist of: participating in exhibitions organized by government agencies to increase public recognition of the product, maximizing digital promotion through e-commerce and social media, and expanding production capacity.

Keywords: agroindustry system, fish crackers, development strategies

ABSTRAK

ANALISIS SISTEM AGROINDUSTRI DAN STRATEGI PENGEMBANGAN KERUPUK IKAN DI DESA MUARA GADING MAS KECAMATAN LABUHAN MARINGGAI KABUPATEN LAMPUNG TIMUR (Studi Kasus UMKM Kerupuk Ikan Cek Aina/KICA)

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Penelitian ini bertujuan untuk menganalisis (1) pengadaan bahan baku, (2) keuntungan dan nilai tambah, (3) penerapan bauran pemasaran (4P), (4) peran jasa layanan penunjang, dan (5) alternatif strategi pengembangan pada usaha Agroindustri KICA. Metode penelitian yang digunakan adalah metode studi kasus pada Agroindustri KICA di Desa Muara Gading Mas, Kecamatan Labuhan Maringgai, Kabupaten Lampung Timur. Penentuan lokasi penelitian dilakukan secara sengaja (*purposive*). Responden dalam penelitian ini adalah pemilik agroindustri (untuk menganalisis sistem agroindustri) dan pemilik agroindustri, tenaga kerja, konsumen, Dinas UMKM Lampung Timur, dosen Jurusan Agribisnis (untuk menganalisis strategi pengembangan). Pengumpulan data dilakukan pada bulan Januari-Mei 2025. Data dianalisis secara deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa (1) pengadaan bahan baku berdasarkan kriteria enam tepat (6T) dengan tingkat ketepatan sangat baik. (2) keuntungan per bulan adalah sebesar Rp23.064.303,00 dan nilai tambah yang diperoleh adalah sebesar Rp6.050,57/kg. (3) Bauran pemasaran Agroindustri KICA berdasarkan persepsi pemilik telah memenuhi komponen 4P, yaitu produk, harga, tempat, dan promosi. Namun, promosi masih menggunakan *personal selling* dan perlu ditingkatkan dengan penggunaan media sosial. Berdasarkan persepsi konsumen, unsur produk, harga, dan tempat tergolong kategori baik, sedangkan promosi berada pada kategori cukup. (4) Jasa layanan pendukung sudah dimanfaatkan dengan baik, kecuali lembaga keuangan yang tidak dimanfaatkan oleh agroindustri karena pihak agroindustri merasa mampu memenuhi kebutuhan modal secara mandiri. (5) Alternatif strategi pengembangan terdiri dari: Mengikuti pameran yang diselenggarakan oleh instansi pemerintah agar produk dikenal masyarakat luas, memaksimalkan promosi digital melalui *e-commerce* dan media sosial, serta mengembangkan kapasitas produksi.

Kata kunci: sistem agroindustri, kerupuk ikan, strategi pengembangan