ABSTRAK

Syafira Ananda Widjaja (Dibimbing oleh Iwang Gumilar, Rusky Intan Pratama, dan Atikah Nurhayati) 2022. Analisis Nilai Tambah Produk Olahan Perikanan Bakso Ikan Lele UMKM Mang Ncun di Kabupaten Bandung.

Penelitian ini bertujuan untuk menganalisis nilai tambah yang diperoleh dari proses pengolahan ikan lele menjadi bakso ikan lele di UMKM Mang Ncun. Penelitian ini dilaksanakan pada bulan Mei 2021-Januari 2022 di Desa Ganjar Sabar Kecamatan Nagreg Kabupaten Bandung. Metode yang digunakan yaitu metode studi kasus dengan metode pengambilan sampel berupa *purposive sampling*. Jenis data yang digunakan data primer dan data sekunder. Data primer diperoleh dari hasil wawancara pengolah. Data sekunder diperoleh dari Dinas Pangan dan Perikanan Kabupaten Bandung, Dinas Kelautan dan Perikanan Jawa Barat, serta studi pustaka terkait riset ini. Data dianalisis secara deskriptif kuantitatif untuk mengukur keseluruhan komponen nilai tambah yang dapat menjawab tujuan penelitian. Metode analisis yang digunakan untuk menghitung nilai tambah yaitu menggunakan metode Hayami. Hasil riset menunjukkan bahwa nilai tambah yang dihasilkan dari pengolahan bakso ikan lele menciptakan nilai tambah sebesar Rp19.600,00/kg rasio nilai tambah terhadap nilai produk sebesar 13%. Hal ini menunjukkan bahwa usaha bakso ikan lele di UMKM Mang Ncun di Kecamatan Nagreg Kabupaten Bandung memberikan nilai tambah positif dengan rasio nilai tambah rendah.

Kata Kunci : pengolahan, bakso ikan, nilai tambah

ABSTRACT

Syafira Ananda Widjaja (*Supervised by* Iwang Gumilar, Rusky Intan Pratama, dan Atikah Nurhayati) 2022. Analysis of Value Added of Processed Fishery Products Catfish Meatballs of Mang Ncun MSME in Bandung Regency.

This research aims to analyze the value added obtained from the process of processing catfish into catfish meatballs. This research was conducted on Mei 2021-January 2022 at UMKM Mang Ncun in Nagreg District Bandung Regency. The method used is the case study with the sampling technique in the form of purposive sampling. The type of data used is primary data and secondary data. Primary data was obtained from the result of interviews with processors. Secondary data were obtained from the Department of Food and Fisheries of Bandung Regency, the Department of Marine Affairs and Fisheries of West Java, as well as literature studies related to this research. The data were analyzed descriptively quantitatively to measure the overall value-added components that could answer the research objectives. The analysis method used to calculate value added is using the Hayami's method. The results showed that the value added resulting from the processing of catfish meatballs creates an value added of 19,600 IDR/kilograms the ratio of value added to product value by 13%. This shows that the catfish meatball business at UMKM Mang Ncun in Nagreg District, Bandung Regency provides positive added value with a low added value ratio.

*Keyword*s : *processing, meatballs, added value*