

Social Business Start-Up On Catfish Culture MSMEs

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Abstract: The purpose of this study is to find out what catfish processed products can be diversified so that they can increase the selling value of catfish management products, describe how to increase the selling of innovative catfish management, find out the benefits of catfish processing diversification, and describe how to increase sales diversified catfish processed products. This study is a review literature study with objects in catfish cultivation MSMEs in Jember Regency. The results obtained from this study are processed catfish can be diversified to increase selling value, diversification of catfish processed products include Shredded Catfish, Catfish Nugget, Catfish Bone Stick, and Catfish Krupuk, the benefits of verifying catfish processed products include increasing value economical, and increasing acceptability if in the "real" form of catfish sometimes people do not want to consume catfish, and marketing techniques that are carried out are marketed in the neighborhood around boarding schools and through social media namely Instagram so that it can become revenue generating for boarding schools.

Index Terms: Start-up, Social Business, MSMEs, Product Diversification, Catfish

1 INTRODUCTION

Market demand for fish consumption is increasing. According to the UN Food Agency report, in 2021 the world's population will consume fish up to 19.6 kg per year per capital. The more difficult it is to get marine fish due to the geographical location that is not near the coast and the decreasing number of fish in the sea causes the high price of sea fish in the market. This has led to the shifting demand of marine fish consumers to demand freshwater fish. One of the freshwater fish that many people are interested in is catfish. The demand for catfish consumption in Indonesia has been increasing lately. This has implications for the increasing cultivation of existing catfish, from seeding to enlargement. Based on BPS data, catfish cultivation in Indonesia has increased every year as in Table 1. It is very possible, in 2018, catfish cultivation will also increase along with increasing consumer demand. Catfish cultivation only takes 4 months (from nursery to enlargement) for 1 harvest. The fast growing period of catfish is a distinct advantage for businesses so that concerns about marketing catfish can be eliminated. We can diversify products from catfish. So businesses do not only sell live catfish for consumption but can also use catfish to be ready to eat. Catfish shredded has a high chance for selling in the consumer market because Abon has a longer durability than ordinary consumption catfish. With the price of catfish which are relatively cheap compared to beef, shredded catfish will also produce prices that are relatively cheaper too and can be reached by consumers of all walks of life.

Table 1. Data on catfish production volume in Indonesia

Year	Total (Ton)
2009	144.755
2010	242.811
2011	337.577
2012	441.217
2013	543.461

Source: BPS

Aside from being processed into shredded meat, catfish meat can also be processed into catfish nuggets which will definitely be loved by children. Besides catfish, which can be processed into shredded and nuggets, all parts of catfish, namely fins and catfish skin can be processed into foods that are ready to compete in the market and favored by consumers. This catfish fin and skin can be processed into crispy chips and crispy crackers. Currently Nurul Jadid Al-Islami Islamic Boarding School is still developing a catfish consumption business. The consumers of this catfish are only projected to the community around the pesantren and have not yet had regular consumers. Islamic boarding schools have the potential to diversify processed catfish products in the form of crispy catfish skin, crispy catfish, crispy catfish fins, catfish nuggets and catfish crackers which can last for a certain period of time, and with technological advances, can market catfish processed products to a wider scope. One of them is through social media, which currently has the most important role in people's lifestyles. Nurul Jadid Al-Islami Islamic Boarding School does not yet understand the potential of the consumption of catfish cultivation that it is developing. Islamic boarding schools only use catfish that are produced for consumption by members of Islamic boarding schools and communities around Islamic boarding schools, by processing fried foods. This happens because partners do not have knowledge about product diversification, that catfish can be processed into abon, nuggets, fins and crispy skin and also fish crackers. With this processing variation, the shelf life of catfish products will be longer and economic opportunities will be even greater. This becomes very important for partners because with product development it can become a business unit to help finance Islamic boarding schools for daily activities. The hope is that in addition to being a source of animal protein for pesantren communities, namely santri, products can also be marketed in the neighborhood around Islamic boarding schools and through social media so that it

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can become revenue generating for Islamic boarding schools. Based on the description of the research background, the formulation of the problem is as follows:

1. What are the diversifications of catfish processed products that can increase the selling value of catfish management products?
2. How to increase sales of innovative catfish management products?
3. What are the benefits of diversifying catfish processing?
4. How to increase sales of diversified catfish processed products?

Based on the description of the problems above, the objectives of this study are as follows:

1. To find out what catfish processed products can be diversified so that they can increase the selling value of catfish management products.
2. To describe how to increase sales of innovative catfish management.
3. To find out what are the benefits of the results of diversified catfish processing.
4. To describe how to increase sales of processed catfish products that have been diversified.

2 LITERATURE REVIEW

2.1 Definition of Start-Up

The definition of startup in business still creates debate in the business world. According to the online cambridge.org dictionary, startup (start-up) is a small business that has just been started. A new small business starts. Whereas according to the business dictionary is the initial stage of a company where the entrepreneur moves from the business idea stage, financing, laying the foundation of the business structure then starting a business. According to Paul Graham, startup is a company that is designed to develop rapidly. Quoting from Wikipedia, startups or commonly called startups (or other spellings, start-up), refer to all companies that have not been operating recently. In other words, the majority of companies are newly established companies and are in the development and research phase to find the right market.

2.2 Social Business

According to Professor Muhammad Yunus social business can be defined as follows: "A non-loss, non-dividend company that is created to address and solve a social problem". According to Muhammad Yunus, there are two types of social business. First, profit-oriented companies owned by the poor to fulfill their social mission, namely improving the standard of living and welfare of the people. Second, businesses that meet the following criteria: no profits are shared with investors and company owners; financially independent; ecologically responsible; the business must be dedicated to social interests; the business gives employees salaries better than average salaries; and the business must be carried out sincerely. social business concepts are very close to the concept of 'social entrepreneurship', defined by Mair and Marti as "a process that involves innovative use and combination of resources to pursue opportunities to accelerate social change and / or towards social needs." Social business can be seen as part of social entrepreneurship, which includes profit and not just a non-profit business, and what can distinguish it from conventional entrepreneurship is through the priority given to

creating social wealth. In the entrepreneurial business, social goals are a by-product of economic value created.

2.3 Micro, Small and Medium Enterprises (MSMEs)

In accordance with Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs), Micro Enterprises are productive businesses owned by individuals and / or individual business entities that meet the criteria of Micro Enterprises as stipulated in the Act. Small-scale business is a productive economic enterprise that is independent, carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part of either directly or indirectly from medium-sized businesses or large businesses that meet the criteria of business Small as referred to in Law. Medium Enterprises are productive economic activities that are independent, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly with Small Businesses or large businesses with a total net worth or annual sales proceeds as stipulated in the Act.

2.4 Product Diversification

According to Kotler and Gary Armstrong, product diversification is one way to improve existing business performance by identifying opportunities to add attractive businesses that are not related to the company's current business. According to Effendy, product diversification is defined as an expansion of the selection of goods and services sold by companies by adding new products or services or improving the type, color, model, size, type of existing products in order to obtain maximum profit. According to Basu Swasta and Irawan diversification or product differences are interpreted as different groups of goods if there are important factors that can differentiate goods from other sellers that factor is important because it can cause different tastes to buyers. Harberg and Rieple stated that diversification was carried out with several objectives, namely:

1. Growth and added value

This goal can be fulfilled when the investment made by the company provides benefits for the company, for example acquiring companies that have strategic resources such as suppliers that produce the main raw materials of the company or are distributors who already have extensive distribution channels. Such business diversification will provide added value indirectly from the acquired company.

2. Even risk

This goal is intended that by investing in several businesses, the risk of a business does not have a total effect on the company because it can be offset by returns from other businesses.

3. Prevent competitors

Mastery of businesses that have strategic resources besides being able to provide added value also prevents control by competitors.

2.5 Nutrition and Benefits of Catfish

Nutrition of Catfish

- a. FAT: 1.1 gr / 100 grams --- consumed by steaming to maintain omega3
- b. PROTEIN: 18.7 gr / 100 grams

- c. Vitamin B: B1 (thiamine) = 0.1 mg and B12 (Riboflavin) = 0.05 mg
- d. Phosphorus: 260 mg / 100 grams

Benefits of Catfish

- a. Low in calories and fat --- contains 122 calories and 6.1 grams of fat / 100 grams
- b. Complete source of protein: improves immune function
- c. Source of vitamin B: helps produce energy, and has an important role in brain function, nervous system and blood formation
- d. Low Mercury: Pollutants from factory waste and RT, tend to increase in seafood - increasing cancer risk
- e. Contains healthy fatty acids: contains omega 3 and 6 which play a role for heart health and cognitive function.

3 DISCUSSION

3.1 Overview of Objects

The Ma'had Nurul Jadid Al-Islami Foundation is on the KH. Salim No. 99 Source Wringin Sukowono Sumberwringin, Sukowono, Jember Regency. This foundation was established on November 5, 2015, with a total of approximately 100 students, consisting of male and female students. Nurul Jadid Al-Islami Islamic boarding school in Sumber Wringin village, Jember, has catfish farms. Two of these new catfish pools were built with ponds each measuring 2m x 3m, as in Figure 3. At present, the new pond contains 3500 catfish seeds for each pool. This shows that Nurul Jadid Al-Islami Islamic Boarding School has a very good opportunity to develop. This catfish farm can be used as one of the business units in the pesantren. The benefits of this business can be used as additional funds to manage and develop Islamic boarding schools. For human resources, many Islamic boarding schools have students who can all learn in managing a business so that when they graduate from boarding schools they can manage their own business and can even open jobs for the surrounding community.

3.2 Verified Catfish Processed Products and Increase Selling Value of Catfish Processed Products

Many Indonesian people choose to consume catfish because of the benefits and nutritional value in catfish. In addition to being processed by frying, catfish can also be processed into several preparations that can add the selling value of processed catfish products, including: Abon catfish, catfish nuggets, catfish, catfish bone sticks, catfish crumbs.

3.3 Benefits of Diversifying Catfish Processed Products

With the diversification of catfish processed products, the benefits of these diversifications are:

- a. Increasing economic value can be income for Islamic boarding schools.
- b. Long lasting with a longer shelf life
- c. Nutrition sources for santri with complete nutritional content can meet the nutritional needs of the santri
- d. Increase acceptability if in the form of "real" catfish sometimes people do not want to consume.

3.4 Increasing Product Sales from Diversifying Catfish Processed Products

The existence of technological advances, can market processed catfish products to a wider scope, one of which is through social media which currently has the highest role in the lifestyle of the community. Diversified products are marketed in the neighborhood around Islamic boarding schools and through social media so that it can become revenue generating for Islamic boarding schools. Developing a processed catfish business through the latest marketing techniques, through attractive packaging design and marketing techniques through social media, in this case Instagram, so that the marketing of products that are diversified through social media is Instagram.

4 CONCLUSION

Based on the discussion, the author draws the following conclusions:

1. Processed catfish can be diversified to increase the sale value, diversification of processed catfish products include Shredded Catfish, Catfish Nugget, Catfish, Catfish Bone Stick, and Catfish Krupuk.
2. The benefits of verifying catfish processed products include increasing economic value, and increasing acceptance if in the form of "real" catfish sometimes people do not want to consume catfish.
3. The marketing technique that is carried out is to be marketed in the neighborhood around Islamic boarding schools and through social media namely Instagram so that it can become revenue generating for Islamic boarding schools.

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