

Agro-Industry Business Analysis and Marketing Mix of Catfish Fillets Cv Graha Pratama Fish Sub-District XIII Koto Kampar District Kampar Province Riau

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Abstract. Agroindustry is a sub-system of agribusiness that processes raw materials from the agricultural sector to increase added value and create employment opportunities. This study analyzes: 1) Characteristics of patin fish fillet agro-industry entrepreneurs and business; 2) The use of raw and supporting materials, labor, processing technology, as well as the production, production costs, prices, income, efficiency, and added value of catfish fillet agro-industry; 3) Marketing Strategy. This research was conducted *using a purposive sampling method* in the CV Graha Pratama cases in Koto Mesjid Village, XIII Koto Kampar District, Kampar Regency, for 6 months from March 2023 to September 2023. The data collection consists of primary and secondary data. The results showed that the entrepreneur is 61 years old and has post-graduate education, while having 11 years of business experience, and the number of family dependents is 4. The processed catfish fillet agro-industry business is considered a micro business scale. The use of catfish raw materials is 350 kg/production process, with a total production of 330 kg/process. The technology used is semi-modern and simple. Gross revenue per production process IDR 17,450,000. Net income per production process IDR 7,069,164 with an RCR value of 1.68 and added value obtained of IDR 4,878/Kg. The marketing mix includes Products sold, consisting of one variation of catfish fillets with a price range of 1kg Rp. 53,000, where entrepreneurs have a shop outlet called CV Graha Pratama Fish. Promotion from sellers directly to consumers by being able to come directly to CV Graha Fish outlets/stores in Koto Kampar Village, Business actors sell catfish fillets assisted by family members, physical evidence, namely catfish fillets, the process of buying and selling transactions between catfish fillet business actors and consumers.

1. Introduction

The existence of the fisheries sub-sector has contributed to development, such as providing employment, sources of income, poverty alleviation, foreign exchange earnings, improving national food security, and opening conditions conducive to the development of other sectors [1].

Indonesia has several areas of aquaculture development that are a mainstay in the freshwater aquaculture sector. The distribution of freshwater fish farming (ponds) is found in all provinces in Indonesia. There are 10 largest provinces producing freshwater/pond fish in 2021, production reached 1,727,423 tons, as shown in Table 1.

Based on Table 1, it can be seen that in 2021, the highest center of production of freshwater/pond fish farming was in West Java Province with an amount of 518,700 tons. Followed by Riau Province with freshwater/pond fish farming production, which is in 9th place, totaling 56,350 tons. Riau Province fisheries production tends to increase from year to year, as seen from the amount of aquaculture production according to the main commodities. For more details, see Table 2.

Table 1. Provinces of Freshwater/Pond Fish Farming Production Centers (Tons) in 2021

No	Province	Total Production (Ton)
1	Jawa Barat	518.700
2	Sumatra Selatan	317.800
3	Jawa Timur	213.110
4	Sumatra Barat	198.256
5	Jawa Tengah	175.914
6	Sulawesi Utara	68.700
7	Yogyakarta	64.600
8	Sumatra Utara	56.700
9	Riau	56.350
10	Bengkulu	55.900
Jumlah		1.726.030

Source: Directorate General of Fisheries, 2022

Table 2. Patin Fish Farming Production (Tons) Per District, 2019 – 2021

District/City	Patin Fish		
	2019	2020	2021
Riau	29.551,59	30.635,00	31.099
Kuantan Singingi	409,56	358,00	554,00
Indragiri Hulu	1.001	1.572	1.405
Indragiri Hilir	455,96	154,00	133,00
Pelalawan	4.562	4.684	4.498
Siak	194,21	330,00	318,00
Kampar	18.636	19.765	20.079
Rokan Hulu	441,27	341,00	338,00
Bengkalis	22,79	15,00	27,00
Rokan Hilir	1.778	1.364	1.821
Kepulauan Meranti	0,30	2,00	1,00
Pekanbaru	2.025	2.033	1.918
Dumai	25,50	17,00	7,00

Source: Riau Province Central Bureau of Statistics, Year 2022 [2]

Kampar Regency has the potential to become a center of the fishing industry, where the production of catfish farming business increases every year, especially in the catfish commodity, which in 2019 produced 18,636 tons, then in 2020 a total of 19,765 tons, and in the following year 2021, a total of 20,079 tons. Thus, the potential for business development in the Patin Fish Center can be an opportunity if it is developed and cultivated.

Catfish fillet is a semi-finished material whose bones have been separated, and the meat is taken from both sides of the fish's body by cutting the whole fish along the spine, starting from the head to near the tail. Patin fish has several advantages as a processed raw material to be used as fillets, including being free of bones, can be stored longer, the center can save time and labor because the handling is easier, so that it will facilitate and streamline the production process and improve the quality of processed products. Another advantage is the habit of Indonesian people who like to consume fish, but with a high level of practicality, without neglecting nutritional value.

Catfish fillets have met these criteria because their nutritional content is still close to the fresh fish category, practical, quality, easy to cook, minimal waste, and low in preservatives, and can be stored for a long time. The large number of catfish as raw material is an opportunity for CV. Graha Pratama Fish is to run its business in processing catfish into fillets. This catfish fillet business has been going on since 2016 until now, and this business is very good to develop because it has a very broad market potential. One of them is the cooperation with PT Garuda Indonesia. With the collaboration with PT Garuda Indonesia, CV. Graha Pratama Fish gets a great opportunity to sell catfish fillets, because PT. Garuda Indonesia requires large quantities of catfish

fillets for passenger catering. If CV. Graha Pratama Fish can increase the number of fillets requested by PT. Garuda, even though there is no need to worry about marketing catfish fillets.

However, CV Business. Graha still faces obstacles in marketing fish fillets, namely price fluctuations, raw materials that are still not fulfilling their needs, there is no widespread marketing promotion, and products that are not durable. This obstacle will have an impact on product marketing in the future, so it is necessary to create the right marketing business strategy, so that the marketing of CV patin fish fillets can be done. Graha Pratama Fish is wider and able to compete with other entrepreneurs.

Based on the background that has been described, the authors are interested in conducting research with the title "Agroindustry Business Analysis and Marketing Strategy at Patin Fish Fillet Business CV Graha Pratama Fish XIII Koto Kampar District Kampar Regency Riau Province".

2. Research Methods

2.1 Method, Place, and Time of Research

The method used in this research is a purposive sampling method. This research was conducted in the XIII Koto Kampar District, Kampar Regency, Riau Province. The determination of the location was carried out deliberately, on the grounds that CV Graha Pratama Fish is one of the producers of Patin Fish Fillets in Kampar Regency, Riau Province.

This research was conducted for 6 months, starting from March 2023 to September 2023, where research activities included preparing proposals, collecting data, analyzing data, and writing a thesis.

2.2. Data Collection Technique

Respondents were selected using a purposive sampling technique, namely the determination method based on certain criteria. Respondents in this study are entrepreneurs of CV Graha Pratama Fish. This respondent was chosen purposively (purposive sampling), namely the patin fish fillet entrepreneur, with the consideration that this business actor is one of the patin fish fillet entrepreneurs in the area.

2.3. Types of Data and Data Sources

The data collected in this study consists of primary data and secondary data. Primary data is data obtained from respondents through direct interviews using a list of questions (questionnaires) including: age, business experience of entrepreneurs spent during one production process, the amount of production during one production process.

In addition, this research also uses secondary data obtained from relevant agencies related to this research, such as the Kampar Central Bureau of Statistics, Riau Province Agriculture Office, books, theses, websites, journals, and literature related to the research.

2.4. Data Analysis

2.4.1 Analyzing Entrepreneur Characteristics and Business Profile

The characteristics of CV Graha Pratama Fish entrepreneurs include: age, education level, number of family dependents, and business experience will be analyzed descriptively and qualitatively. The business profile was analyzed descriptively and qualitatively. What was analyzed in the business profile included the scale of the business, the form of business capital, and the workforce.

2.4.2 Analyzing the Patin Fish Fillet Agro-Industry Business

The data that has been collected is then tabulated and simplified for analysis:

a) Patin Fish Fillet processing technique CV. Graha Pratama Fish

To analyze the processing techniques of CV catfish fillets. Graha Pratama Fish is done using descriptive analysis. Analysis of CV catfish fillet processing techniques. Graha Pratama Fish includes: (1) cleaning, including cutting, washing, cleaning, (2) preparation of materials and tools, (3) manufacturing process, (4) packaging process. The technique of processing catfish into catfish

fillets will be compared with the technique of processing catfish fillets in theory. This is intended to determine that entrepreneurs have carried out processing techniques properly and correctly.

b) Production Costs

Production costs are all expenditures made by the company to obtain factors of production and raw materials that will be used to create the goods produced. Production costs are mathematically calculated by the following formula [3]

c) Production Costs

Production costs in rice farming are all costs incurred by rice farmers during one production period. Production costs consist of fixed costs and variable costs. To calculate the amount of production costs incurred by rice farmers can be calculated mathematically by way of [4]:

$$TC = TVC + TF \dots\dots\dots (1)$$

Ket :

- TC = Total Cost (Total Biaya) (Rp/proses produksi)
- TFC = Total Fixed Cost (Total Biaya Tetap) (Rp/ proses produksi)
- TVC = Total Variabel Cost (Total Biaya Variabel) (Rp/proses produksi)

d) Revenue

Revenue (total revenue) can be obtained by multiplying production by the prevailing production price, which can be written with the formula according to [5]. In this study, the data can be analyzed as follows:

$$TR = Y \cdot Py \dots\dots\dots (2)$$

Ket:

- TR = Total Revenue (Rp/proses produksi)
- Y = Produksi *Fillet* Ikan Patin (Ton/ Proses Produksi)
- Py = Harga Produksi *Fillet* Ikan Patin (Rp/Kg)

e) Income

Calculating farm income used the formula according to [6], which is:

$$II = TR - TC \dots\dots\dots (3)$$

Ket:

- II = Profit/Net Income (Rp/ Production Process)
- TR = Total Revenue (Rp/ Production Process)
- TC = Total Production Cost of Patin Fish Fillet Business (Rp / Production Process)

f) Efficiency of Patin Fish Fillet Agroindustry Business

The efficiency of the patin fish fillet agroindustry business in this study can be seen by the ratio of total revenue to total costs, using the formula according to [7]. In this study, the formula can be written as follows:

$$RCR = \frac{TR}{TC} \dots\dots\dots (4)$$

Ket:

- RCR = Return Cost of Ratio
- TR = Total Revenue/ Gross Revenue (Rp/ Production Process)
- TC = Total Cost (Total Biaya Produksi) (Rp/ Production Process)

g) Value-Added Analysis

The value-added analysis of catfish fillets is calculated using the Hayami method. For more details, it can be seen in the value-added calculation formula in Table 3.

Table 3. Hayami Method Value Added Calculation

No.	Variabel	Satuan	Value
Output, Input, and Price			
1.	Output	(Kg)	(1)
2.	Raw Materials	(Kg)	(2)
3.	Direct Labor	(HOK)	(3)
4.	Faktor Konversi		(4) = (1) / (2)
5.	Labor Coefficient	(HOK/Kg)	(5) = (3) / (2)
6.	Price Output	(Rp/Kg)	(6)
7.	Labor Wages	(Rp/HOK)	(7)
Revenue and Profit			
8.	Raw Material Price	(Rp/Kg)	(8)
9.	Other input contribution	(Rp/Kg)	(9)
10.	Output value	(Rp/Kg)	(10) = (4) x (6)
11.	a. Added value	(Rp/Kg)	(11a) = (10) - (9a) - (8)
	b. Value-added ratio	(%)	(11b) = (11a) / (10) x 100
12.	a. Labor income	(Rp/Kg)	(12a) = (5) x (7)
	b. Profit level	(%)	(12b) = (12a) / (11a) x100
13.	a. Profit	(Rp/Kg)	(13a) = (11a) - (12a)
	b. Profit level	(%)	(13b) = (13a) / (11a) x100
Factor of Production Owner Service Limit			
14	Marjin	(Rp/Kg)	(14) = (10) - (8)
	a. Labor income langsung	(%)	(14a) = (12a) / (14) x 100
	b. Other input contribution	(%)	(14b) = (9a+9b)/(14) x100
	c. Company profits	(%)	(14c) = (13a) / (14) x 100

2.4.3 Analyzing the Marketing Strategy/Marketing Mix for Patin Fish Fillets

The marketing mix is an indicator used in marketing strategy. The marketing mix is also a policy used in companies to be able to market their products and achieve profits. Table 4. Marketing Mix

Table 4. Marketing Mix

Sub Variabel	Indikator	Sub Indikator
Produk	a. Product Diversity	The products sold consist of a wide variety
	b. Kualitas	Products that have been recognized by the public and accepted in the market
	c. Business Name	The business name is easy to remember.
Price	a. Special discount	Special pricing on certain days
	b. Wholesale price	Providing different prices for the purchase of more than one product
	c. Payment term	Providing a payment period for customers from hospitals, schools, and offices
Promotion	a. Sales Type	Conducting word-of-mouth promotion from customers to potential customers
	b. Existence of Salespeople	Labor that can help optimize the running of the business
	c. Direct Marketing	Optimizing direct marketing
Place	a. Marketing Channel	Efficient marketing channels
	b. Marketing Coverage	Wide marketing coverage
	c. Location/Parking	Strategic business location
	d. Persediaan	Selalu melakukan reload persediaan

Sub Variabel	Indikator	Sub Indikator
	e. Transportasi	Transportation is available for a certain number of bookings.
People	a. Founder of	Employers provide the best service
	b. Employees	Provide the best possible service.
	c. Customer Service	Provide the best service to prospective customers.
Physical evidence	a. Crop Variety	A wide variety of plants are available
	b. Business Land	Business land available
	c. Equipment for business operations	Equipment is available as needed.
Process	a. Service to consumers	Providing the best service for consumers when making transactions in the form of both sales and services offered by business actors. As an added value to the business.
	b. Delivery Time	Providing Delivery Service with timely delivery of products to provide satisfaction for consumers.

Source: [8].

3. Results and Discussion

3.1 Entrepreneur Characteristics & Business Profile

3.1.1. Characteristics of Entrepreneurs

a. Age

Table 5. Age Characteristics of CV Entrepreneurs. Graha Pratama Fish Year 2022

No.	Karakteristik	Year
1.	Age (Year)	61
2.	Education Level	18
3.	Business Experience (Years)	11
4.	Number of Family Dependents	4

The research results seen in Table 5 show that CV entrepreneurs. Graha Pratama is 61 years old. This shows the age of the CV Entrepreneur. Graha Pratama Fish is still in the productive age group to work, so that entrepreneurs can run the business more productively because it is supported by energy, enthusiasm for work, and responsiveness to the latest innovations.

b. Education

The results of the research seen in Table 5 that the education level of fillet entrepreneurs is S2, which means that the patin fish fillet entrepreneurs are classified as quite high. The high level of education possessed by catfish fillet entrepreneurs is due to awareness or motivation of the importance of education in today's advanced and developing era, so that this greatly influences decision making and the application of innovations and possible risks that will occur when running their business, namely, catfish fillets.

c. Business Experience

The results of the research seen in Table 5 the experience possessed by catfish fillet entrepreneurs is quite long, namely 11 years. In general, entrepreneurs carry out their business activities always capitalizing on previous experience, because experience will affect current and future activities. The longer one's experience in business, the smaller the risk of failure that will be experienced. This is because the entrepreneur already knows the situation and environmental conditions; besides that, he will quickly make decisions and determine attitudes in overcoming problems encountered in the field.

d. Number of Family Dependents

Table 6. Distribution of the Number of Family Dependents of Patin Fish Fillet Entrepreneurs in Koto Mesjid Village, XIII Koto Kampar District, Kampar Regency in 2022.

No.	Name	Family Relationship	Age (Years)	Gender (L/P)	Education Level	Jobs
1.	Nani Widiawati	Wife	47	P	SMA	Housewife
2.	Muhammad Arif Nugraha	Children	21	L	SMA	Students
3.	Najif Pacsa CahyaHaimi	Children	18	P	SMP	Students
4.	Athiyah Lailaini Haimi	Children	9	P	SD	Students

The results of the study seen in Table 6, show that the number of family dependents of catfish fillet entrepreneurs amounted to 4 people, consisting of 1 wife and 3 children. In this case, the number of family dependents will directly affect family expenses. The greater the number of family dependents, the greater the expenditure to meet their needs, or vice versa.

3.1.2. Business Profile

1. Business Scale

The scale of the CV catfish fillet business. Graha Pratama Fish in this study is seen from the source of capital used in the business. The capital used in the CV catfish fillet business. Graha Pratama Fish is IDR 80,000,000, the capital used to purchase equipment for the production of catfish fillets, such as freezers, stainless tables, knives, basins, vacuum machines, scales, and others. Then the CV catfish fillet processing business. Graha Pratama Fish is classified as a small business. This classification is based on Indonesian Law No. 20 of 2008, which states that small-scale companies are companies that have a net worth of more than 50 million to 500 million.

2. Form of Business

CV Graha Pratama fish is managed by Mr. Suhaimi, who is still in the form of a micro scale, because the workforce used is still relatively small. Skilled labor is needed for the catfish fillet business, although to some extent, it does not require high expertise. The number of workers in the catfish fillet business is 4 people. This is based on the industrial classification according to [10], which states that one of the characteristics of the micro business scale industry is the use of labor between 1-4 people. CV catfish fillet business. Graha Pratama fish already has a business license from the Health Office and LPPOM MUI, with the DinKes serial number. P-IRT serial number: 20214006701510.

3. Business Capital

Patin fish fillet Agroindustry Business CV. Graha Pratama Fish is a micro-scale small agro-industry business. This business was originally founded by entrepreneurs using their capital. The capital allocated to the catfish fillet agro-industry business was initially much smaller than it is today. The initial capital for the patin fish fillet business used by the entrepreneur at that time amounted to IDR 50,000,000.

4. Workforce

Labor in the Patin Fish Fillet Agroindustry Business CV. Graha Pratama Fish totals 4 people, who use labor outside the family, all of whom are women. Labor is more dominant among women because women tend to be more tenacious and thorough in the process of processing catfish into fillets. Labor is taken from residents who have been taught and coached in the process of processing catfish into fillets.

3.2. *Patin Fish Fillet Agro-Industry Business*

3.2.1 Production Process

a. Cutting Patin Fish and Removing Stomach Contents

The fish used is fresh fish and has met the standards for use in raw materials for making catfish fillets. The size of the catfish used is 0.8-1 kg per fish. Fish that have met the standards are immediately cleaned of their entrails using a stainless steel knife and cleaned under running water. It takes 40 minutes to cut the fish and clean the fish.

b. Cleaning the catfish and separating the meat from the bones

The cleaning is carried out on a stainless steel table, cleaning the fish as cleanly as possible using a tool, namely a knife made of stainless steel. as clean as possible using a tool, namely a knife made of stainless steel. Filleting aims to separate the bones from the meat and the fish head. Cleaning the catfish and separating the meat from its spines takes 20 minutes.

c. Disposal of Residual Fat That Sticks to the Fish

Fish that has been separated into meat and bones, then cleaned of the fat that is still attached to the fish meat, so that the fillets are completely clean. It takes 30 minutes to remove the remaining fat attached to the fish.

d. Patin Fish Meat Washing

The fish that has been cleaned of the remaining fat attached is washed again with water. So that the fish will be really clean and keep it clean. Fish that has been cleaned of the remaining fat that sticks is washed again with water. So that the fish will be really clean and maintain its cleanliness. For washing, it takes 30 minutes.

e. Immersion of Patin Fish Meat with Ice Cubes

After the fish has been cleaned, it is soaked with ice cubes. Then, given salt, it acts as a natural preservative. For soaking catfish meat with ice cubes, it takes 40 minutes.

f. Soaking Patin Fish Meat with Ice Cubes

After the fish has been cleaned, it is soaked with ice cubes. Then, given salt, it acts as a natural preservative. For soaking catfish meat with ice cubes, it takes 40 minutes.

g. Washing Meat with Ice Water I

After putting the catfish fillets into the freezer, they fillets are washed with ice to speed up the freezing of the catfish fillets. Washing is done by flipping the catfish fillets so that they are completely stiff. Washing catfish fillets takes 40 minutes.

h. Ice Water Washing II

The second washing is done similarly to washing I, washing is done repeatedly so that the catfish fillets are white and facilitate the freezing process. Washing catfish fillets takes 40 minutes.

i. Washing with Ice Water III

The 3rd washing is the final stage of cleaning the fish. The fish is washed repeatedly so that the fish is completely clean and retains its freshness. In this 3rd stage of washing, the catfish fillets already look white and stiff. Washing catfish fillets takes 40 minutes.

j. Putting the catfish meat into the freezer

After the fish has been washed using ice cubes until the 3rd stage, the fish is placed back into the freezer. Freezing is done for 24 hours, for perfect freezing results, and can already be packaged.

k. Weighing of Frozen Fish

Fish that are completely frozen will then be weighed and packaged. Weighing of fish is done when the fish fillets are packaged. The packaging used can accommodate 2 kg of fish fillets/package. Weighing catfish fillets takes 40 minutes.

l. Packaging

Packaging of catfish is the final stage of the process of processing catfish into fillets. Packaging of catfish fillets is used so that the fish can last a long time, and it is easier for the sales process

easier. The size of the packaging used can accommodate 2 kg of fish fillets. The packaged fish is immediately labeled with the product. Washing catfish fillets takes 40 minutes.

3.2.2 Production Costs

Production costs in the patin fish fillet business are the amount of money spent by entrepreneurs for patin fish fillet production activities. The amount of input used in an agro-industrial process will affect the costs incurred, as well as the income or revenue that will be obtained by entrepreneurs.

The production costs of the catfish fillet business consist of: the cost of raw materials, supporting materials, depreciation costs of the tools used, and labor costs used in the production process. The production costs referred to in this study are all costs incurred in the production process of catfish fillets at CV Graha Pratama Fish. For more details, see Table 7.

Table 7. Analysis of Cost, Income, and Business Efficiency in the Patin Fish Fillet Process at CV Graha Pratama Fish XIII Koto Kampar District, Kampar Regency 2023.

Description	Satuan	Unit	Unit Price (Rp)	Value (Rp)
Cost Variable:				
Raw Materials:				
Patin Fish	(Rp/Kg)	350	18.000	6.300.000
Supporting Materials:				
a. Salt	(Rp/Bungkus)	5	2.000	10.000
b. Ice Cubes	(Rp/Kg)	50	1.000	50.000
c. Water	(Rp/Liter)	700	0,09	63
d. Vacuum Plastic	(Rp/Bungkus)	1	17.000	17.000
e. Styrofoam	(Rp/Box)	5	15.000	75.000
f. Product stickers	(Rp/m)	0,3	35.000	10.500
Labor	(HOK)	1,49	100.000	149.333
Total Variable Cost	(Rp)			6.611.896
Fixed Cost:				
Tool Depreciation Cost	(Rp)			3.794.667
Electricity				14.273
Total Fixed Cost	(Rp)			3.808.940
Total Production Cost	(Rp)			10.420.836
Production				
Fillet	(Rp/Kg)	330	53.000,00	17.450.000
Tetelan Ikan	(Rp/Kg)	165	15.000,00	2.475.000
Fish Head	(Rp/Kg)	165	5.000,00	825.000
Revenue:				
a. Gross Revenue	(Rp)			17.450.000
b. Net Income	(Rp)			7.069.164
RCR				1,68

3.2.3 Production

Production is the final result of a patin fish fillet production process. The production resulting from the processing of catfish into fillets can be seen in Table 8.

Table 8. Total Patin Fish Fillet Production / Production Process CV. Graha Pratama Fish Year 2023.

Responden	Production		
	Total (Kg)	Price (Rp)	Value (Rp)
1	330	53.000	17.450.000
Total	330	53.000	17.450.000

Source: Processed Data

From the research results, the production of catfish fillets at CV Graha Pratama Fish is 330 kg/production process. This production is higher than the results of Nurjannah in 2016 [11] with

a total production of 55.40 kg/production process in the Patin Fish Pastel Agroindustry Business at Blessing Small and Medium Enterprises (SMEs) in Pekanbaru City, Riau Province.

a. Price

In determining the selling price, catfish fillet entrepreneurs have collected information about prices from other entrepreneurs. Based on Table 7, it is known that the price of catfish fillets is Rp 53,000/Kg.

b. Income

Income is the reward obtained by entrepreneurs from the use of production factors in the production process. There are two forms of income analyzed in this study, namely gross income and net income. The average gross income received by patin fish fillet entrepreneurs is Rp 17,450,000. The net income received by entrepreneurs depends on the production and selling price of the product, as well as the allocation of the use of raw materials and supporting materials, and their prices. The average net income received by catfish fillet entrepreneurs is IDR 7,069,164.

c. Business Efficiency

The efficiency of the patin fish fillet business is known by comparing the gross revenue earned with the production costs incurred in the patin fish fillet production process. In other words, see the ratio of revenue to production costs incurred. Based on Table 8, it is known that the Return Cost Ratio (RCR) value obtained in the catfish fillet business is 1.68, which means that every rupiah spent will get a gross income of Rp. 17,450,000, in other words, catfish fillets carried out by catfish fillet entrepreneurs can be run because it is still considered profitable to do it.

d. Added Value

According to [12], added value is the increase in the value of a commodity due to the functional input applied to the commodity concerned. The functional input can be a process of changing the form (form utility), the transfer of place (place utility), changes in time (time utility) and ownership (possession utility). One of the objectives of agro-industrial processing of agricultural products is to increase the added value of agricultural products. The added value can also be interpreted as a reward for services from the allocation of labor and entrepreneurial profits. Therefore, the small added value of agro-industry products is highly dependent on the technology used in the processing of these products, the added value of the patin fish fillet agro-industry business. In this study, the processing of catfish into catfish fillets is one of the changes in form (form utility), which aims to increase the value of the product. The price of catfish before processing is only Rp. 18,000 / kg, which can be a catfish fillet product with a value of Rp. 53,000 / kg. This means that there is a difference (margin) of Rp. 35,000 from the processing of catfish into catfish fillets.

3.3. Marketing Mix

According to [13], the marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the desired response in the target market. The marketing mix consists of seven groups of variables called "7P", namely:

a. Product.

The product sold consists of one variation of catfish fillets with a price range of 1kg Rp. 53,000. 53.000. The price for the raw material for catfish itself is 1kg IDR 18,000. One production reaching 350kg of raw materials, with a total of 330kg produced per production process.

b. Price

Providing discounts on purchases of the same catfish fillets for more than two purchases. If the purchase is only one time, the normal price is still applied. Borongan is given a 10% discount. Providing discounts is not too much considering that entrepreneurs also think about other expenses.

c. Place/distribution (place)

Business actors do their marketing directly. Generally, business actors have a shop outlet called CV Graha Pratama Fish. Ordering catfish fillets can be done by phone to check whether the stock is available or not. Generally, this is done by regular consumers who have subscribed to the ornamental plant business.

d. Promotion

Promoting from sellers directly to consumers by being able to come directly to CV Graha Fish outlets/stores in Koto Kampar Village, business actors are working on social media to carry out marketing strategies as supporting materials to expand their business and help potential customers to interact online.

e. People

Business actors selling catfish fillets are assisted by family members as the wife of the CV Graha Pratama Fish business owner, who is in charge of carrying out buying and selling transaction activities with consumers. Then, for product selection and a detailed image of the taste of catfish fillets, it is helpful to be explained by the workforce. The number of workers in the catfish fillet business is 3 people.

f. Physical evidence

The catfish fillets sold are available and the quality is guaranteed. Then, supporting equipment such as gloves, knives, water hoses, basins, trays, stand tables, and cutting boards is available at the place of business that is being run and is guaranteed cleanliness.

g. Process

The process of buying and selling transactions between catfish fillet business actors and consumers, starting from the beginning of consumers coming to see the desired catfish fillet directly to making payment transactions, is relatively fast. The service process carried out by the workforce is quite deft and swift. Services carried out by employees in handling consumer complaints with a *legowo* attitude so that consumers feel comfortable when shopping.

4. Conclusions and Suggested

4.1 Conclusions

From the results of the research that has been done, the following conclusions can be drawn as follows: 1) The characteristics of the entrepreneur show that the age of the entrepreneur is included in the productive age, the length of education is 18 years (S2), the entrepreneur has 11 years of experience, the number of family dependents of the entrepreneur is 4 people and the business profile of catfish fillet is a micro-scale business industry, the fish fillet business license has been registered at the Health Office and LPPOM MUI, and the business capital comes from its capital. 2) The technology used in processing catfish into fillets, namely: cutting fish using a knife, washing fish manually with running water, cleaning fish using a knife, filleting fish using a knife, and packaging using a vacuum sealer or an inflating sealer. The raw materials obtained come from their ponds, where catfish are cultivated from fish fry to harvesting. The average use capacity of raw materials in the catfish fillet business is 350 kg/catfish fillet process. The workforce that processes fish into fillets totals 4 people, each of whom works from cutting fish until the fish is ready to be sold to consumers. Production costs at CV. Graha Pratama Fish is IDR 10,420,836. The resulting production is 330 Kg of fillets for one production process. The selling price of per-kilo catfish fillets is IDR 53,000. Net income of Rp. 7,069,164 and a gross income of Rp. 17,450,000 / production process. Agroindustry business efficiency of 1.68/production process and added value of Rp 4,878/kg. 3) Catfish fillet products are sold at IDR 53,000 per 1 kg. If more than two purchases are made, a discount is offered. If buying, a 10% discount is given. With the marketing place directly coming to the outlet/store, CV Graha Pratama Fish. Promotion is carried out by sellers who go directly to consumers; at this stage, business actors are working on social media to make it more widely accessible. Business actors selling catfish fillets are assisted by family members as the wife of the CV Graha Pratama Fish business owner, who is in charge of carrying out buying and selling transaction activities with consumers. And for other explanations, they are assisted by 3 workers. The quality of the catfish fillets is guaranteed. The process of buying and

selling transactions between business actors, both consumers and producers, from the beginning to the payment transaction process is relatively fast.

4.2 Suggested

Based on the results of the study, it can be suggested that: 1) From the results of this study, it is hoped that entrepreneurs will increase the number of workers used in the production process, so that the business being run can be classified as a large business and can compete in the future. CV. Graha Pratama Fish is advised to have bookkeeping in its business, so that it can be clear about production costs, income, and business efficiency. This can be used for business development and can calculate the costs of incoming and outgoing costs in detail. 2) There needs to be government and private attention to provide marketing channels for the development of the patin fish fillet business so that it can progress and develop, and absorb a lot of labor for local residents in Koto Mesjid Village, XIII Koto Kampar. 3) CV Graha Pratama fish according to 7P is doing a) Product is developing a variety of catfish fillet products by using various parts of catfish that are good for consumption to make catfish fillets, b) price is planning to open reseller coverage for business development c) Promotion (Promotion) is an effort to market outside the region or province or open branches d) Place (Place) is still trying so that marketing can be carried out to a wider area, e) People (People) is the addition of the number of employees if the business being run grows bigger, f) Physical Evidence (Physical Form) is that in the future it is hoped that if the business grows rapidly, the entrepreneur will make different offices and production houses, g) Process (Process) is to increase delivery with online services with better packing and still maintain the COD system.

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