

# Analysis of milkfish amplang business productivity in Sarijaya Village, Sanga-Sanga District, Kutai Kartanegara Regency

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## ABSTRACT

The purpose of this study is to determine the level of productivity of milkfish amplang business. This type of research is descriptive quantitative. The sample in this study was 4 respondents by sampling using the census method. The data analysis method uses business productivity analysis. The results showed that the level of fish productivity was 1.6 Kg which means that 1 Kg of milkfish was able to produce 1.6 Kg of amplang whereas, the level of labor productivity was 19.2 Kg / HKP which means that every 1 HKP of labor was able to produce 19.2 Kg of amplang

## INTRODUCTION

Sanga-Sanga Subdistrict has several areas located along rivers and the coast, resulting in many heads of households making a living as fishermen or raising fish in cages or ponds (BPS Kutai Kartanegara, 2021). One of the fishery commodities found in Sanga-Sanga Subdistrict is milkfish. Milkfish can be processed into various products, one of which is amplang.

Sanga-Sanga Subdistrict has one village where residents process milkfish into amplang, which is in Sarijaya Village. Sarijaya Village is one of the villages administratively located in Sanga-Sanga Subdistrict, Kutai Kartanegara Regency, with an area of approximately 794 hectares. This village has a population of 2,046 people, consisting of 1,091 males (53%) and 955 females (47%) (Sarijaya Village Profile, 2022).

Amplang is a traditional snack from Samarinda made from fish. Many people in Indonesia enjoy processed foods like amplang. Its simple shape and ease of eating make it a popular snack (Asmawati et al., 2022). The market potential for this business is very good because it is a regional specialty snack and a must-have souvenir for all tourists visiting Samarinda City. Amplang is also integrated into the society and culture of East Kalimantan, making it well-accepted by the community (Setiawati et al., 2019).

The production of amplang is one of the fish processing industries in Samarinda City. In its production, the amplang processing industry relies on fishery production (Wardana et al., 2016). The availability of production inputs in the form of scarce milkfish affects the productivity of the business. Based on this, research is needed to determine the productivity level of the amplang processing business in Sarijaya Village.

## METHODOLOGY

### Research Time and Location

This research was conducted over 8 months, from October 2022 to May 2023, in Sarijaya Village, Sanga-Sanga Subdistrict, Kutai Kartanegara Regency.

### Data Collection Method

This study is a descriptive quantitative research. The types of data in this study are divided into two: primary data obtained from interviews with respondents and secondary data obtained from monographs, journals, theses, and other literature.

### Sampling Method

The population members in this study are milkfish amplang processors in Sarijaya Village, Sanga-Sanga Subdistrict, Kutai Kartanegara Regency, totaling four processors. Therefore, the sampling method used in this study is the census method, also known as saturated sampling, where all population members are taken as samples (Sugiyono, 2013).

### Data Analysis Method

The method used to analyze the data in this study is productivity analysis. According to Martono (2019), the formula used in productivity analysis is as follows:

$$\text{Productivity} = \frac{\text{Output}}{\text{Input}}$$

Explanation:

- Output = Amount of amplang produced
- Input = Amount of milkfish required (Kg), Labor (HKP)

## RESULT AND DISCUSSION

### General Overview of the Research Location

Sarijaya Village covers an area of 794 hectares. Topographically, Sarijaya Village is mostly composed of highlands and riverbanks, with the majority of the area serving as the residential area for the local community (Sarijaya Village Profile, 2022).

### Respondent Characteristics

There are 4 respondents who process milkfish amplang in Sarijaya Village. The details are presented in the following table:

Tabel 1. Karakteristik Responden

No.	Nama	Age (Years)	Gender	Religion	Main Occupation	Last Education	Business Duration (Years)
1	Susilawati	34	Female	Islam	Amplang Processor	High School	8
2	Abdul Muis	56	Male	Islam	Amplang Processor	High School	8
3	Sumardi	55	Male	Islam	Amplang Processor	High School	6

4	Saniah	47	Female	Islam	Amplang Processor	Elementary School	7
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### Productivity Analysis

The productivity level of the milkfish amplang business in Sarijaya Village, Sanga-Sanga Subdistrict, Kutai Kartanegara Regency is as follows:

#### Raw Material Productivity Level

From the research results, it was found that the total output was 77.5 kg with an average of 19.375 kg/respondent, and the total input was 50 kg with an average of 12.5 kg/respondent. Thus, the raw material productivity level is 6.25 kg with an average of 1.5625 kg/respondent. These results align with the research by Wardana et al., 2016 and Silamat et al., 2014. For more details, see Table 2.

Table 2. Fish Productivity

Respondent	Output (Kg)	Input (Kg)	Productivity (Kg)
1	15	10	1,50
2	25	15	1,67
3	20	15	1,33
4	17,5	10	1,75
Total	<b>77,5</b>	<b>50</b>	<b>6,25</b>
Average	<b>19,375</b>	<b>12,5</b>	<b>1,5625</b>

#### Labor Productivity Level

From the research results, it was found that the total output was 77.5 kg with an average of 19.375 kg/respondent, and the total input was 7.69 HKP with an average of 1.9225 HKP/respondent. Thus, the labor productivity level is 76.8 kg/HKP with an average of 19.2 kg/HKP/respondent. These results align with the research by Wardana et al., 2016 and Silamat et al., 2014. For more details, see Table 3.

Table 3. Labor Productivity

Respondent	Output (Kg)	Input (HKP)	Productivity (Kg/HKP)
1	15	2,14	7,01
2	25	4,29	5,83
3	20	0,86	23,26
4	17,5	0,43	40,70
Total	<b>77,5</b>	<b>7,69</b>	<b>76,8</b>
Average	<b>19,375</b>	<b>1,9225</b>	<b>19,2</b>

### Respondent Characteristics

The respondent characteristics were obtained from interviews with the respondents. Based on Table 1, it is known that the average age of the respondents is within the productive age range of 15-64 years (BPS Kutai Kartanegara, 2022). Additionally, all respondents are Muslim, and the majority of the respondents have completed high school. The amplang processing business is the primary occupation for all respondents, with none of them having side jobs outside of this business. Most respondents have family members consisting of 4 people, and many of these family members also participate in running the business.

All respondents have been running their business for more than 5 years, with the majority starting their business in 2015 and continuing to the present.

## CONCLUSION

Based on the research results, it is known that the productivity analysis of the milkfish amplang processing business in Sarijaya Village, Sanga-Sanga Subdistrict, Kutai Kartanegara Regency consists of:

1. Fish Productivity Level: The fish productivity level is 1.5625 kg. This means that each 1 kg of milkfish can produce 1.5625 kg of amplang.
2. Labor Productivity Level: The labor productivity level is 19.2 kg/HKP. This means that each 1 HKP of labor can produce 19.2 kg of amplang.

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