THE IMPROVEMENT OF PRESSURE COOKED MILKFISH MASON GROUP BUSINESS IN KUNINGAN URBAN VILLAGE SEMARANG

Ferina Agustini¹, Mudzanatun², Ika Indriasari³

¹Universitas PGRI Semarang, ferinaagustini@gmail.com
²Universitas PGRI Semarang, mudzanatun@gmail.com
³Universitas PGRI Semarang, ika.antono@gmail.com

Abstrak

The purpose of this activity for the team is to devote to society, especially pressure cooked milkfish mason group in Kuningan urban village, Semarang, to improve their business because pressure cooked milkfish is special commodity of Semarang. The specific target to achieve is the improvement of product management and financial administration.

The method is to empower the society by having stages of activities, such as: training of product management about trades and provision of the raw materials, keeping the product quality, storing the already made products, maintaining the product, delivering products, and administering funds in the form of calculation technique of cost of good sold and accounting simple financial matter, such as cash flow so that working partner can figure out the development of their business financials and to be able to determine the cost of good sold better and to evaluate the activity. The impacts of this activity is the improvement of producing management and financial administration. So, it can improve their business independently, creatively, and initiatively and be able to increase incomes and their family wellbeings.

Keywords: Business Improvement, Pressure cooked Milkfish Masons, Semarang

INTRODUCTION

A group of pressure cooked milkfish masons in Kuningan urban village, Northern Semarang district experiences greater development. Among them, Rizky, a pressure cooked milkfish brand, which is managed by Sujari, and fried pressure cooked milkfish branded Nando managed by Betty. In the beginnings of their business, Rizky struggled to be an entrepreneur by producing pressure cooked milkfish and sold to grocers and traditional food sellers at market.

The capacity of pressure cooked milkfish, such as Rizky, is only about 50 Kg consisting 3-5 milkfish for each killo or about 150 until 250 milkfish. In the beginning of their business, the mason only had one presto pressure cooker but now he has about four pressure cookers with 7 kg capacity of raw milkfish. When in a day, he can produce about 50 Kg milkfish, then it means Sujari can produce pressure cooked milkfish using 7 pressure cookers. Each pressure cooker only needs 2 hours and 30 minutes. When volunteering team came to see him, he only had 4 pressure cookers. Therefore, to produce pressure cooked milkfish could not be done simultaneously but step by step due to limited equipment. In one production, it takes about 12 hours. From the process of production, it can be produced 1 Kg, consisting 3-5 milkfish. It means per day, a mason can produce 150 until 200 pressure cooked milkfish.

The price of 1 pressure cooked milkfish sized 300gr is Rp.
10,000,00. Meanwhile, the 200 gr sized is Rp 8,000 for each. This selling price is the retail price from the producing place. Meanwhile, when the mason sells at market to grocers, for each kilo can be bargained until Rp 8,000 for each kilogram containing 5 milkfish. The mason states the average of milkfish sold contains about 7 milkfish for each 2 kg with selling price Rp 10,000 for each milkfish. When it is grossly calculated, the incomes for each day from 50 kg products is about Rp. 1,500.00 until Rp. 1,750,000. It can increase when the mason producing more milkfish, especially when a mason receives order. From this sale, after being calculated, the benefit gained is still minimum. When the income is subtracted by the price of raw materials, that is about Rp. 1,150,000 (50 Kg x Rp 23,000/Kg), then a deviation gained is Rp. 350,000. After being subtracted by labor and overhead costs, then it is gained Rp. 125,000 for each production with 50 Kg milkfish, by assuming all milkfish are sold by having highest price Rp. 10,000 for each. But, when the mason sells at the markets only by Rp 8000/ 200 milkfish (5 milkfish/Kg), then the income is only Rp 8,000 x 200 milkfish = Rp. 1,600,000. When it is seen on table 1 showing the production cost reaching Rp. 1,625,000/50 Kg of the products which means a mason is under disadvantage.

Table 1. Income Calculation

<table>
<thead>
<tr>
<th>Notes</th>
<th>Unit</th>
<th>Amount (assuming the selling price is 10,000 for each)</th>
<th>Amount (assuming the selling price is 8,000 for each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Av of selling price On 50kg production</td>
<td>175 milkfish</td>
<td>Rp 10,000</td>
<td>Rp 1,750,000</td>
</tr>
<tr>
<td>minus by CGS</td>
<td>175 milkfish</td>
<td>Rp 10,000</td>
<td>Rp 1,750,000</td>
</tr>
<tr>
<td>Raw material</td>
<td>200 milkfish</td>
<td>Rp 8,000</td>
<td>Rp 1,600,000</td>
</tr>
<tr>
<td>Labor cost</td>
<td>@Rp. 23,000 x 50kg</td>
<td>Rp 1,150,000</td>
<td>Rp 1,150,000</td>
</tr>
<tr>
<td>Overhead cost</td>
<td>@Rp. 25,000 x 3 orang</td>
<td>Rp 150,000</td>
<td>Rp 150,000</td>
</tr>
<tr>
<td>Seasoning</td>
<td>per 50 kg</td>
<td>Rp 62,000</td>
<td>Rp 62,000</td>
</tr>
<tr>
<td>Gass</td>
<td>per 50 kg</td>
<td>Rp 38,000</td>
<td>Rp 38,000</td>
</tr>
<tr>
<td>Elec and water</td>
<td>per 50 kg</td>
<td>Rp 15,000</td>
<td>Rp 15,000</td>
</tr>
<tr>
<td>Distribution</td>
<td>per 50 kg</td>
<td>Rp 60,000</td>
<td>Rp 60,000</td>
</tr>
<tr>
<td>Ice cubes</td>
<td>per 50 kg</td>
<td>Rp 25,000</td>
<td>Rp 25,000</td>
</tr>
<tr>
<td>box and plastic (@ rp 25,000/kg)</td>
<td>Rp 125,000</td>
<td>Rp 125,000</td>
<td>Rp 125,000</td>
</tr>
<tr>
<td>Cost Total</td>
<td>Rp 1,625,000</td>
<td>Rp 1,625,000</td>
<td>Rp 1,625,000</td>
</tr>
<tr>
<td>Income</td>
<td>Rp 125,000</td>
<td>Rp 125,000</td>
<td>Rp (25,000)</td>
</tr>
</tbody>
</table>

Source: processed data

With such calculation, it can be concluded that the income gained by working mason partner is still minimum and has disadvantage risks. This condition must be fixed because as businessmen, they need wellbeing, health, and education for their children. The minimum income is due to working mason partners have not calculated the cost of good sold by considering all elements of production costs and have not done any administration so they have difficulties to determine selling price.
or their incomes cannot be yet known accurately.

Other hindrances experienced by them are in raw material provisions. After so far, raw materials are gained from fish sellers at market by using good borrowing system. The raw materials are taken then paid after the products are sold. So there is profit for the mason in the form of payment period. Risks to buy materials from sellers at market is when the raw materials are rare, then the sellers will only provide a very limited materials. When the demand of the products are high, then masons must compete to get the raw materials and they usually also find the raw materials from other sellers with much higher price. In certain condition, masons are insisted to stop their production because, although the price of the raw material is high, the price of pressure cooked milkfish cannot be adjusted to reach the raw material’s price. The production will be done when the price of raw material is affordable. The raw materials can be gained with much cheaper price from fish distributor, but the payment system is cash. It is expected when the masons cooperate with distributors, then the provisions of raw materials will be enough.

The problems in this activity are; working partner has not managed the products and administered their finance properly because they have not got any socialization of good management and administration. The solution to solve this problem is having training. The impacts from these activities are: significant improvement of product management and financial administration.

THE METHODOLOGY
The method used is society empowerment using stages as follows:
1. Training of product management supervision
   It is done by having training and guiding about trades or raw material provisions, keeping product quality, storing the already go products, maintaining the products, and delivering process.
2. Training of financial administration
   It is done by having training of financial administration in the form of cost of good sold calculation and accounting simple finance, such as cashflow to let working partner realizes the cost of good sold of his business well. Coaching is done until working partners can be independent in processing the production and administering their finance.
3. Evaluating the activity
   Evaluation is done for each part of activities. Process revision is done based on evaluation results.

FINDINGS AND DISCUSSION
The program implementation has following findings:
1. Training of product management supervision
   Product management is a study discussing comprehensively how product management party of an enterprise using knowledge and art to direct and manage people to achieve a certain demanded product (Irham Fahmi, 2012:3). Meanwhile, SofyanAssauri (2008) mentions the process of production is a set of activities using tools, so the input to processed into output is in the form
of goods or services in which eventually will be sold to customers, allowing the enterprise to gain expected benefit.

Based on the definition, it can be said product management has strong relationship to production process with purpose to add usage values of the goods or services. To create product with good quality based on the determined standard, then a unit of business is demanded to improve its production process. Production management of planning process, organizing, implementing, and supervising the product so the process can run well continuously and accordingly to what has been expected (Putri, 2018). According to Putri, the process of production of a micro and middle enterprise can run continuously, then there is a need of production management, they are:

a. Buying or providing raw materials

Raw materials are the main problems for businessmen. Because without raw materials, there will be no production process. Raw materials need to be managed well because there is no way to except to do it. It means businessman must do buying raw materials in advance before having product process.

Here, there is a need of early financial availability in which frequently assumed the burden thing and is troublesome when there is no solution to owe finance or effort to owe finance. The effort of working partner in providing raw material during running the business also experiencing various things to discuss. So far, working partner feels easily to gain raw materials. In term of asset owning, working partner has not enough asset. The asset owned are workforce and production tools. The raw materials are owned by cooperating with the other sellers at markets, by using good borrowing system. When working partners need raw materials, then they will come to see the sellers, then they take the milkfish based on their needs to be produced. The payment is not directly done, but they have deadline to pay.

The distribution of the milkfish from market to producing place can be done by renting pedicap. The fish are delivered until the mason’s house in which becoming the producing house. One pedicap can take up to 100kg milkfish. Then, the already bought raw materials will be paid on the next day after all the products sold.

Problems occurred when the sellers are lack of fresh milkfish stock at certain time. Because milkfish are harvested in a certain season, then it is not everyday the provision is available and the price is affordable. One of examples, when it is going to Eid Mubarak, when the demand of consumers toward pressure cooked milkfish increasing, the working partners will not get raw materials in the amounts and
expected prices, so they cannot provide the demanded products. There is a certain time in which working partners tend to stop producing the product because of rare provision and its high price. When it is forced, working partners will be in disadvantage because consumers choose not to buy the products when the price does not equal to their demand.

The team tries to seek solution by contacting the farmer. From the visit and interview, the provision of milkfish are getting many when it is going to Eid Mubarak. The price of the fish will decrease at that time because many farmers will harvest in the same time. It contrasts with the information from the working partners whom tell us to have difficulties to get the raw materials. However, if it is related to the condition of working partner, there is a need of asset solution for working partners. Because if they have raw materials, then they should buy in cash.

Beside that, the distance between production houses until the farm is far enough, creating high cost delivery service. In this case, working partners may not have enough asset. Or when they are able to do it by cooperating with the farmers, they may have agreement to pay in by having deadline. Then the problem of delivery done by the working partners because of the distance and is impossible to rent pedicap so there is a need to have transportation asset appropriately and its delivery cost. Beside that, direct purchase in huge amount will create problems to store the fish as raw materials. The materials which are stored too long will cause the product quality to be lower.

One of the solutions is by purchasing it in cash but to fish collector in Semarang. The distance from fish collector until home is still affordable by using pedicap. The quality of the materials is good and the price is much cheaper compared to the sellers at market. But, when it is done through the collectors, the working partners must have cash money to pay. This solution can be done when the working partners must produce some orders or books, or when they are afraid if they stop to produce. Because if the production stops pretty long, the consumers will move to other producers.

b. Maintaining product quality

Maintaining the product quality is important to make the power of buying of the customers do not get lowered and it has purpose to keep consumers’ trust. It is important to always check every produced goods to meet the expectation (Putri, 2018). Quality, according to Fahmi (2014) is an effort
done seriously with the purpose to achieve a certain value to satisfy the consumers maximally.

Product quality of the milkfish have already been known by its consumers. Rizky milkfish is also made by maintaining the quality of the raw materials and seasonings. From the discussion with the partner, the partner ever ignored some raw materials because the quality does not meet the expectation and the results are bad. The partners also have struggled to maintain and keep the clarity and the standard of production process so his pressure cooked milkfish quality and endurability are guaranteed.

There is one thing to improve because the products are food, then the consistency of flavor must be kept. It means, although flavor is relatively stable but there is a need to formulate the recipe. This formulation has purpose to keep the flavor (example the current flavor but is till salty, or it has been found good) and also one time when the one who prepares the ingredient cannot come to cook, there is another person replacing him.

To make the quality better, team gives training to package the product using vacuum sealer. Because for so long, the consumers from out side of the town, such as Yogyakarta, Jakarta needs longer time to deliver the product so there is a need to suck the air using vacuum in order to keep the endurability.

c. Storing the produced goods

Storing the good must be paid carefully because when the provision of the goods does not cover market’s need then it will decrease the benefit gained. However, the already produced goods need to be adjusted in term of the amount because the power of buying of the sellers are still poor, then the risk is the asset cycle will be hindered (Putri, 2018).

So far, the partner has not so long stored the goods. The already produced goods are divided to be sold to the customers whom are also sellers at markets, and to be distributed to houses and other consumers visiting to buy. The products are always sold out in the same day.

In storing system, based on the structures of the packaging system, in first partner has used tarsier packaging stage using plastic, then the secondary one using box, then until tarsier by using plastic bags. Thus, for the first working partner, the goods are put into blank plastic, then is packaged using branded box and is put into brand plastics. The solution offered by team is by giving primary package plastic with printed brand. Meanwhile, in the second partner, the good is only reaching primary packaging step using blank plastic and
secondary packaging step using blank box without any design or brand printed. For the tarsier package, plastic bag is still used. Therefore, team gives the design of primary packaging plastic, box, and tarsier packaging plastic.

Problem appeared on the lack of provision so some customers are disappointed. It has been solved by the partner because of the limitation or product capacity. The suggestion addressed to the partners is to consider adding the capacity of production to provide the availability of the provision. The solution from the team is giving presto pressure cooker with capacity 40 kg and diameter 40 cm, thickness 3 mm, and height of the pressure cooker 80 cm, made up from stainless steel. The comparison of the production between using huge and small pressure cooker: to cook milkfish using bigger pressure cooker in one time needs 2 hours and produces 200 pressure cooked milkfish. When using the old pressure cooker to cook, it took 2 hours and 30 minutes and produces 30 pressure cooked milkfish. When it is cooking 200 pressure cooked milkfish using small pressure cooker, it will take 7 times compared to the new one. The duration needs to cook 200 pressure cooked milkfish may reach 17.5 hours. Meanwhile, by using the new pressure cooker, cooking 200 milkfish only need 2 hours. And to fuel effectiveness both of them will need 2 tanks of gas. To produce pressure cooked milkfish in one day can be done by twice cooking with amount of production 400 milkfish in one day. So the benefit using new pressure cooker is greater by saving time 15.5 hours and can produce more in a day.

d. Maintaining the goods

While storing the goods, in this case is production tools, also need to be aware toward the condition of the produced products. The well maintained tools will produce high quality products. Always doing checking covering the clarity and ensuring no microorganism exist in which can destroy or lower the quality.

The discussion with the partners gained information about the maintainance are done pretty good. The clarity of the tools are good because the partners realize the impacts of the clarity will appear on product durability. By doing this maintainance and washing the materials optimally, will keep the durability of the product.

e. Distributing process

This last step of production will determine the continuity of a business. When a product has been delivered gets positive market reponses, then there will be
order repeatedly with significant amount. It can be said the business has potency to develop and larger. So, to create this as opportunity, it needs support from human source and good product management so the business cycle will not be hindered (Putri, 2018). To deliver the product, it needs effective and efficient distribution to support optimal selling results.

According to Tjiptono (2008, p. 285), the distribution line can be defined as marketing activity to smoothen and ease product distribution from producers to consumers, so that the usage will be based on the extended aspects (types, numbers, price, place, and time to be needed). The distribution of the good done by the partner still uses personal facilitation (to distribute to sellers in the market). It is actually inefficient seen from aspects of time and effort because it takes time and effort while there is a need to buy raw material and produce next.

The suggestion is to consider using sale marketing service using cooperating system. The sale marketing service can be done by empowering people around the partners to distribute by having selling price agreement, or share so the partner gains efficiency of time and effort while the sale marketer will get advantage in the form of distribution service.

2. Training of financial administration

Financial report and note are important things to run a business. Finance is the core element of business. Because every business will be review from financial aspects. Financial management determines the next step to take (Poluakan, 2017). Therefore, it is important to manage the finance correctly so can control the finance of the business. Well financial administration will help to supervise the development of a business, especially when the businessman expecting his business to always grow. Some advantages gained when a business has financial administration are:

a. Being able to see the development of the business from time to time.

b. Being able to control business finance

c. Being able to compare the current condition to other condition of the same business

d. Having easy access to borrow asset when the administration is good

A frequent problem occurring toward home industry is poor financial administration. The discussion with the partner shows the partners have not realized the importance of financial administration. Just like most home industry, the partners admit noting is felt to be difficult because some factors: busy to produce product and to deliver the product on their own. The income in which is always used to be
asset and used to cover family needs also makes them feeling having financial administration are not important matter. It causes the partners cannot separate between financial business to personal one, while one of the tips to manage financial business is by separating them.

There are many micro businessmen thinking not to worry to put their personal money and business income. It is the mistake during running the business. They often mix the money. They frequently are confused to determine which one is personal expense and business expense. Even it will lead to using business money for personal purposes (Poluakan, 2017). The discussion with the partners show partners have not clearly separated their money from business and family because they still have perception their business to support family needs. Therefore, there is saving to invest and develop the business, such as adding the tools needed or express pressurecookerding the business. It is actually needed, considering the information given by them that some customers cannot be appropriately served because of the limited product capacity due to tools and workforce to support the production.

In financial administration training, it is said that to arrange financial administration will really help to see the business development. Beside that, if partners want to develop their business using assistance of financial institution then financial notes will help them easy to get loan. So far, they have not calculated the cost of good sold by calculating all aspects of production. Raw materials, workforce, overhead fee are not yet calculated.

The selling price in market also becomes consideration to determine selling price by the partners. It can be concluded that the partners have not calculated the cost of good sold appropriately. The workforce also has not been calculated appropriately because they fell all process are done with their family, and the results should be enjoyed by family without calculating the costs of workforce. As the solution, the partners are given training to calculate the cost of good sold in a simple way so they are expected to be able to calculate the cost of good sold. The calculation can help the development of the business. One mistake in calculation will result in disadvantage because the products can be sold very cheap in which cannot cover production cost.

After so long, the partners sell the products through two ways: retailing at home and through big party to sellers in markerts. The retail shows good results because the partner can determine the price with appropriate margin. But, big party selling to sellers in market is given lower price because cannot be reselled. This condition is the real concern because it cannot cover the cost of production but is done repeatedly because it eases distribution in large numbers compared to retail. If it is done continuously, it will put the partners in disadvantage.
The solution is giving the technique to calculate the cost of good sold and to do simple financial report and to determine better cost of good sold.

3. The evaluation result of the activity
   Evaluation is done for each step of the activity. Revision is done based on the evaluation through discussion among team, partners, and experts.

CONCLUSION
It can be concluded that PKM program has been done well and the assistance given to the partners can improve their business. From the aspects of completion time of pressure cooked milkfish supervision with very short competion, the partners can produce again when there are some books or orders. There is also significant improvement in product management and well arranged financial administration.

SUGGESTION
Based on the conclusions, the suggestions are:
1. For the devoteer
   It can create cooperation with the partners in Kuningan urban village and can be implemented to other places of pressure cooked milkfish masons.
2. For the partners
   It can improve themselves to innovate based on their group creativity and develop their business.
3. For Universitas PGRI Semarang
   The existence of Universitas PGRI Semarang is meaningful for the environment especially for the Semarang City so it is expected that UPGRIS lecturers can guide pressure cooked milkfish mason around Semarang and other Micro and Middle Enterprises accordingly with the motto of UPGRIS the Meaningful University.

REFERENCES