

CHAPTER I

INTRODUCTION

1.1 Background

Catfish is one of the most common types of fishery products the community enjoys. This is because catfish have good taste and the price is relatively affordable, so catfish production in the country can reach a significant amount. According to data presented by the Ministry of Maritime Affairs and Fisheries (MMAF), catfish production in Indonesia in 2021 reached 1.06 million tons with a value of Rp18.93 trillion. Based on the region, the most significant catfish production in West Java reached 245,408.8 tons with a value of Rp4.22 trillion. Its position is followed by Central Java and East Java, with catfish production of 164,608.29 tons and 137,196.1 tons, respectively.

The level of fish consumption in Indonesia is still far behind when compared to the high production potential. In the midst of abundant fishery resources, Indonesia is known as a country with extraordinary potential in fish production. The high production of fish in Indonesia should have a positive impact on public health and nutrition. But in reality, Indonesia is still struggling with serious problems related to stunting and child growth and development that are not optimal. Catfish are one of the fish with high nutrition that can overcome stunting at a low price.

Catfish are often considered "dirty fish", especially in urban areas. Catfish are attached to bad stereotypes, such as smelly and dirty, to the assumption that catfish's daily food is human waste. Even circulating information is that a bite of catfish meat contains three thousand cancer cells. The claim of catfish as "dirty fish" is not valid. In fact, catfish is a fish that is low in cholesterol and contains nutrients that are good for the body. One of the nutrients contained in catfish is omega three and omega six fatty acids, which are very abundant and can help reduce the risk of several types of cancer and stunting.

Catfish circulating in the market do not come from the wild, but catfish that are cultivated in ponds should be controlled so that they are free from pollution. The feed given can also be chosen and does not have to rely on waste. One of the aquaculture that meets Good Fish Farming Methods (CBIB) is the innovation of "Super Six

Intensive – Urban Aquaculture", which is an intensive aquaculture business system on narrow urban land. Fish farming that uses this system has six advantages, namely water-intensive, time-consuming, cultivator, fish, feed, and vegetables. The fish produced with this farming system are healthy fish according to CBIB standards because the aquaculture pond water is filtered properly so that the existing Ammonia content can be controlled. As well as the use of drugs and probiotics used accurately according to the dose and dose so as to produce healthy and suitable cultivation products for consumption.

With this innovation, it opens up business opportunities, one of which is applied to catfish farming. The clean catfish cultivation business has been carried out by the company "UMK Pintu Air" located in Bogor. The marketing carried out by UMK Pintu Air includes marketing to Parung Market, the Cooperative of the Bogor City Industry and Trade Office, catfish pecel traders around Bogor City, and the last is the product I made, namely "Frozen Food Healthyle." Frozen Food Healthyle makes it easy for consumers to eat clean catfish instantly. Products available are ready-to-fry catfish, ready-to-fry tilapia, and catfish katsu.

1.2 Business Description

Healthyle is a frozen food product processed by catfish in the form of ready-to-fry catfish, catfish nuggets, catfish katsu, and catfish brains. The catfish used for Healthyle products is catfish that is the result of the innovation of "Super Six Intensive – Urban Aquaculture," which is an intensive aquaculture business system in urban narrow land with Good Fish Farming Methods (CBIB) certification. Cultivation with CBIB certification is carried out to eliminate the stigma that catfish are dirty fish.

Frozen Food Healthyle products help consumers to eat clean catfish practically and, of course, also guarantee cleanliness because fish farming is carried out with CBIB standards. One of the nutrients contained in catfish is omega three and omega six fatty acids, which can help reduce the risk of several types of cancer and reduce stunting in Indonesia, which reaches 21.6%.

1.3 Scope

In this study, the author takes the object of research on products, product marketing, business strategies, and financial plans. The scope of this study is only on variables related to Healthy business design that affect business operations.

1.4 Data Collection

Data collection techniques carried out is secondary data. Secondary data is a historical data structure about variables that have been collected and previously collected by other parties. Secondary data sources can be obtained from internal sources, various internet websites, public libraries, and educational institutions, buying from companies that specialize in presenting secondary data, and others.

1.5 Systematics of Writing

This final project report consists of 3 chapters, including:

CHAPTER I. INTRODUCTION

Explain the background, business description, scope of writing, data collection methods, and writing systematics.

CHAPTER II. BUSINESS PLAN

Explain the business executive summary, business profile, products/services, market analysis, marketing plans and strategies, operating plans and strategies, management team plans, and financial plans.

CHAPTER III. CONCLUSION AND SUGGESTION

Explain the final conclusions obtained while writing the business plan and suggestions proposed to implement the business plan.