



MARKETING ANALYSIS OF TENGGIRI FISH BASRENG, RANCAEKEK, BANDUNG

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Abstract

Basreng are one of the popular processed fish products in Indonesia, known for their savory taste and chewy texture. Micro, small, and medium enterprises (MSMEs) such as "Guligah" Basreng in Rancaekek, Bandung Regency, play a crucial role in local economic development. A comprehensive analysis is needed to understand the potential and challenges of MSMEs in producing and marketing Basreng made from mackerel fish in the area. Basreng has a broad market due to its high nutritional content and delicious taste, making a significant contribution to the regional economy. In this context, research employs quantitative methods with observations and interviews to analyze Basreng enthusiasts in driving MSMEs in Indonesia. The results show that "Guligah" Basreng can sell its products significantly every day, directly contributing to increased employment and serving as a vital factor in local economic development. Thus, Basreng not only emerges as a popular food choice but also holds substantial potential in supporting the growth and sustainability of MSMEs and the local economy. Keywords: Sweet Potato, Variety, Source of Potassium.

Keywords: Fried Meatballs, UMKM, Economy

1. Introduction

Fried meatballs or what we better know as Basreng is one of the popular processed fish products in Indonesia. Basreng is famous for its savory taste and chewy texture, and is a healthy and delicious alternative for people who avoid beef. (Adji, L. S., Chendra, W., & Gamashio 2022). Basreng production has become one of the most promising micro, small and medium businesses in various regions, including Rancaekek, Bandung.

The basreng business "Guligah" in Rancaekek, Bandung Regency, which was founded in 2012, has an important role in the development of domestic regional broto (GRDP). As time goes by, the development of the basreng industry in Rancaekek has also experienced a significant increase. This can be seen from the increasing amount of production and the wider market (Sahda 2022)

According (Vinatra 2023), Micro, Small and Medium Enterprises (MSMEs) have an important role in economic development in Indonesia. is one of the factors for the sustainability of a country's economic development. MSMEs have a big influence on Gross Domestic Product (GDP) and reducing unemployment. MSMEs represent a framework for entrepreneurial initiative and free entrepreneurship, an important element that defines a competitive economy (Cicea, C., Popa, I., Marinescu, C., & Cătălina Ștefan 2019). One example of an MSME that has great potential is the production and marketing business of basreng (mackerel fish balls) in Rancaekek, Bandung Regency. Basreng is a processed fish product that is increasingly popular among the public because of its high nutritional content and delicious taste. Fried mackerel meatballs (Basreng) are a type of snack that is currently popular in society, especially in Rancaekek, Bandung.

To understand more deeply the production and marketing of mackerel basreng in Rancaekek, a comprehensive analysis is needed. This analysis will cover various aspects, starting from the production process, distribution, to the marketing strategies used by this business. It is hoped that this analysis can provide a clear picture of the contribution of



Basreng mackerel to the local economy, as well as provide useful input for the development and improvement of the quality of this business in the future. Thus, the aim of this research is to analyze the marketing and production of "UMKM Guligah" basreng.

2. Research Methods

The research method used in this research is qualitative by conducting observations and interviews to analyze how many people are interested in galigih fried meatballs to encourage MSMEs in Indonesia. Qualitative research is a research method used to explore and understand the meaning of individuals or groups regarding social or humanitarian problems (Creswell 2014). According to (Firmansyah and Artikel 2021), The observation/interview method is a data collection technique that involves direct observation or direct interaction with research subjects. In the context of analysis of the production and marketing of mackerel basreng in Rancaekek, Bandung Regency, the observation/interview method can be used to collect information about the production process, marketing strategy, and other factors that influence the business. This method allows researchers to gain a deeper understanding of actual conditions in the field and can provide accurate and relevant data for further analysis.

3. Results and Discussion

Sea fish is a rich source of protein, vitamins, minerals and omega 3 fatty acids which are very important for the growth of body and brain cells. (Andhikawati et al. 2021). Seafood such as fish and shellfish are rich in amino acids and fatty acids, especially EPA (Eicosapentaenoic) and DHA (Docosahexanoic), which are important for pregnant women and baby development, helping in the formation of body organs such as the brain, eyes, heart, blood vessels, and prevent premature birth (Ningtyias et al. 2020)

The interview activity in Rancaekek, Bandung Regency is part of the assignment in the Fishery Products Industry Management course. It is hoped that this interview will provide broader insight so that we can learn and create micro businesses that can support the family economy.



Figure 1. Image of raw fried meatballs

Basreng, a popular food preparation made from mackerel and a mixture of other fish, is famous among all ages. The supply of mackerel fish from the Caringin area is abundant, with high nutritional content and large protein (Febriani, E., Dwijayanti, G. P. A.,

Permata, R. I., & Dutahatmaja 2024). The crunchy taste and variety of toppings make basreng still popular.

Basreng made from tamban and mackerel fish can be used as a profitable household business, helping the economy of coastal communities, especially housewives, and reducing the stock of tamban fish on the market (Novta Winkey Pradana 2023)

Color is a determining factor in the success of a food product (Parassih, E. K., & Susanto 2021). Color is not a substance, but a sensory sensation produced by radiant energy in the sense of sight. According to (Santosa, I., Winata, A. P., & Sulistiawati 2016), along with texture and taste, color is very important in determining the acceptability of a food. If the color is unattractive, even a product with high nutritional value and good taste will be less desirable (Sabillah, V. S., & Lubis 2022). Color also gives consumers the first impression in assessing the quality of food ingredients (Lamusu 2018).

Basreng's business "Guligah" is able to sell up to 4 quintals per day, with the majority of consumers coming from Garut, Tasikmalaya, Bandung and Majalengka. This business also contributes to the local economy by absorbing a workforce of 20 people. This is in accordance with the view (Widayati, Heni Wahyu, Lorentino Togar Laut 2017) which states that high economic growth requires an increase in labor absorption. At the beginning of business development, the Basreng Guligah MSME was not well known because it was still a small business, you could say it was a side business. However, over the years, the business began to develop from initially using ordinary plastic packaging and leaving the processed basreng in stalls, finally the owner began to take part in training organized by the local Department of Industry and Trade (Disperindag) and gained a lot. business knowledge such as innovation in packaging, brand and logo creation. And until now, for marketing, basreng guligah already has regular consumers from the Indramayu, Majalengka and Majalaya areas. Apart from distribution to the areas mentioned above, basreng Guligah also sells its processed products in the form of processed products that are already cooked and marketed around the production site.

4. Conclusion

Galigih Basreng is a popular processed fish product in Indonesia, famous for its savory taste and chewy texture, as well as being a healthy alternative for those who avoid beef. These MSMEs have an important role in the development of domestic regional gross (GRDP) and the local economy. A comprehensive analysis is needed to understand the potential and challenges of MSMEs in the production and marketing of Basreng mackerel in Rancaekek, Bandung Regency. Basreng has a wide market because of its high nutritional content and delicious taste, with an abundant supply of mackerel from the Caringin area. The Basreng "Guligah" business is able to sell up to 4 quintals of its products per day, contributing to the local economy, and absorbing a workforce of 20 people. The increase in basreng production can be further increased through online marketing activities, because so far basreng marketing carried out by MSME Guligah is still conventional

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