

## CHAPTER 1

### INTRODUCTION

#### BACKGROUND OF THE STUDY

Milkfish is chosen to be the main ingredient because milkfish is one kind of fish that has been cultivated and produced widely, especially in the islands of Java, Sumatra, Aceh (Sutaman, dkk, 2021).

Provinsi	Produksi Perikanan Budidaya Menurut Komoditas Utama (Ton)							
	Gurame	Patin	Lele	Nila	Ikan Mas	Kakap	Bandeng	Ru
	2017 ↑↓	2017 ↑↓	2017 ↑↓	2017 ↑↓	2017 ↑↓	2017 ↑↓	2017 ↓	
INDONESIA	234.904	319.967	1.125.526	1.280.124	316.649	8.432	701.319	10.5

Table 1. Table main commodity of aquaculture production

Source: bps (2017)

Based on the table above, the average total production of milkfish commodity in Indonesia was relatively high, reaching the number of 701.319 ton on 2017. This can conclude that the availability of milkfish commodity in Indonesia is easy to obtain. Make it won't interfere the production process. On the other hand, milkfish processing industry is one of the industry with great potential in central java especially in Semarang. The strategic location of Semarang city at the central point of the north coast Java, make this city developed with large potential of fishery resources (KKP, 2017). Milkfish is one of Indonesia national fish that being consumed by many Indonesian people. It has high potential for business purpose due to the high demand for milkfish. It can be a huge help to develop the local economy during pandemic.

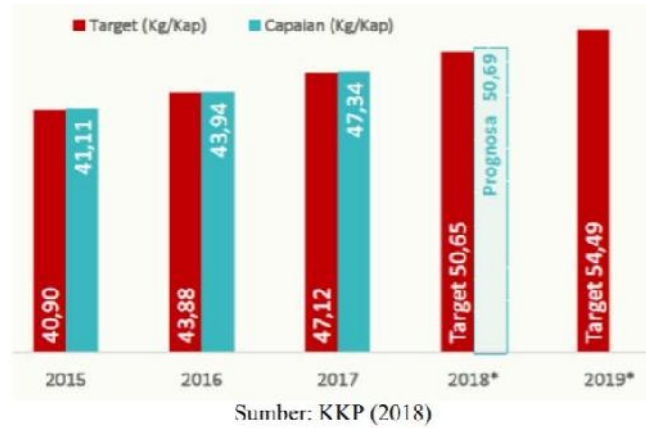


Figure 1. Graph milkfish consumption per capita in Indonesia

Source: KKP (2018)

Based on the bar chart above, the growth of fish consumption in Indonesia has increased significantly from year to year. The availability of milkfish commodities is still dominated by the domestic market which has potential to support the increasement of fish consumption in the community also support food security program in Semarang city.

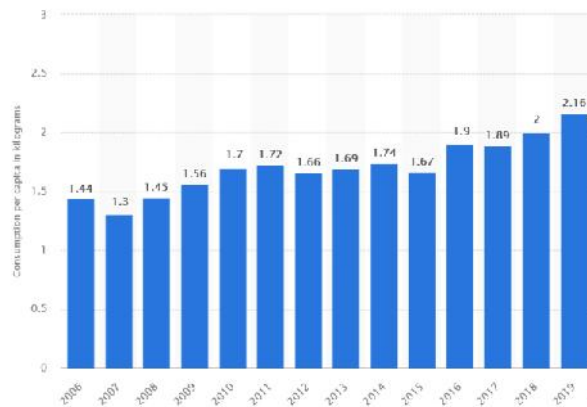


Figure 2. Graph beef consumption per capita in Indonesia

Source: statista.com (2006-2019)

From the chart above, the total beef consumption in Indonesia from 2015 to 2019 are lower than total milkfish consumption in Indonesia from 2015 to 2019. Therefore, The researcher chose fish (milkfish) over beef as the main ingredient for bak kien filing.

The product will use milkfish that had been steamed and shredded to separate the flash from its bone (debone). The purpose of this process is to make sure the product doesn't contain any sharp bone in it considering milkfish has numerous small bone that will be dangerous if it stuck in the throat.

Milkfish is considered as a good fish. Its white milk has a mild flavor that makes the fish good for a variety cooking (Health benefit times, 2021). One of them is milkfish bak kien that chosen by the researcher as a business idea that involved in frozen food.

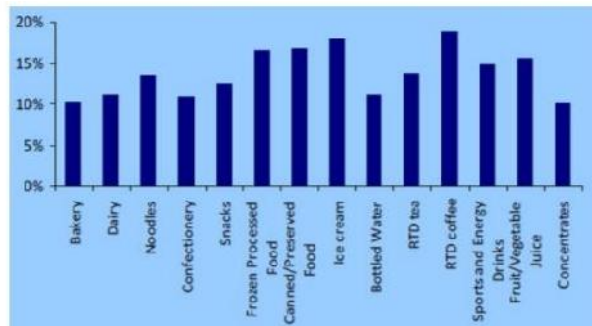


Figure 3. Graph of annual growth rate of several type of food and beverage in Indonesia 2015-2019

Source: ieomsociety.org

The researcher chooses to make frozen food product because the growth of frozen food in Indonesia is relatively good. As seen from the chart above the average growth of frozen food in Indonesia from 2015 – 2019 reach 20% which is a good indication to make frozen milkfish bak kien named Bak kien Mantoel.

Apart from their mild flavor, Milkfish has extra ordinary nutrients including its protein content, vitamin and mineral content. Milkfish offers 2.78 µg of Vitamin B-12, 22.37 g of Protein, 7.018 mg of Vitamin B3, 0.415 mg of Vitamin B6, 177 mg of Phosphorus from consuming 85 g of milkfish. More over milkfish is rich in omega 3 that help the development of brain and memory of children if it consumed regularly. Micronutrient deficiencies can be

prevented by consuming milkfish regularly. Milkfish also good to prevent the risk of hypertension (Health benefit times, 2021). This are the reason milkfish become Indonesia's National Fish.

### **1.2 THE OBJECTIVE OF THE STUDY**

- a) To identify the correct way to debone milkfish
- b) To identify how to pack the product correctly so it will last longer
- c) Evaluate consumer acceptance of the product
- d) Analyze the market potential for milkfish bak kien in Indonesia
- e) Plan a marketing strategy for the product

### **1.3 THE BENEFIT OF THE STUDY**

- a) Develop idea and creativity
- b) Develop / or create a product that aren't yet on the market