



## INTISARI

Kulit pari merupakan salah satu bahan baku yang digunakan industri kerajinan kulit untuk pembuatan produk kreatif yang memiliki nilai jual tinggi. Penelitian bertujuan untuk mengolah produk kulit komersial (dompot/produk utama dan gelang/produk sampingan) dengan penambahan perlakuan pemolesan, mengetahui nilai tambah dan tingkat preferensi konsumen. Penelitian dilaksanakan di UMK Fanri Collection dan Zazmi Leather pada bulan Desember 2018 – April 2019. Proses pembuatan produk dompet menggunakan metode desain dan proses produksi. Nilai tambah menggunakan metode persentase pertambahan nilai ekonomi produk. Preferensi konsumen menggunakan metode kuesioner. Pembuatan dompet kulit pari melalui 3 tahapan proses (preparasi bahan baku kulit pari tersamak, desain eksterior dan interior dompet, dan *finishing*). Proses pengolahan produk kulit pari segar ukuran 10 *inch* menjadi produk jadi yang diberi perlakuan pemolesan, berupa satu dompet ukuran 19,5 cm x 10 cm x 3 cm dan dua gelang manik-manik menghasilkan peningkatan nilai tambah sebesar 733% sedangkan pengolahan produk kulit pari segar ukuran 10 *inch* menjadi produk jadi tanpa perlakuan pemolesan, berupa satu dompet ukuran 19,5 cm x 10 cm x 3 cm dan dua gelang manik-manik menghasilkan peningkatan nilai tambah sebesar 473%. Hasil pengujian preferensi konsumen menunjukkan bahwa dompet kulit pari poles tipe kancing diminati oleh mahasiswa dan Pegawai Dinas Perikanan dan Kelautan. Dompot kulit pari poles tipe rit diminati oleh Pegawai Dinas Perikanan dan Kelautan. Dompot pari non poles tipe kancing (produk dari UMK) diminati oleh mahasiswa, dosen, Pegawai Dinas Perikanan dan Kelautan, serta Pegawai Dinas Perindustrian dan Perdagangan. Dompot kulit sapi tipe kancing diminati mahasiswa dan Pegawai PT. Adrawina. Dompot kulit sapi tipe rit diminati oleh Pegawai PT. Adrawina.

Kata kunci : Industri kulit, kulit pari, nilai tambah, preferensi konsumen, produk kreatif.



## ABSTRACT

Stingray skin is one of the raw materials used by the leather craft industry to manufacture creative products that have high selling points. This study aims to the process tanned rays into wallet products by adding polishing treatments, knowing added value, and knowing consumer preferences for commercial leather wallets. The research was carried out at the UMK Fanri Collection and Zazmi Leather in December 2018 - April 2019. The products processing is done by product design method. Added value is determined by the economic value method. Preferences consumer use the survey method. The process of making a stingray leather wallet consists of 3 parts: preparing raw materials, designing of exterior and interior purses, and finishing. The fish product processing of 10 inch fresh stingray skin products into finished products are treated process with polishing, in the form of a wallet size of 19.5 cm x 10 cm x 3 cm and two beaded bracelets results increase in added value of 733% while the processing of fresh stingray skin products of size 10 inch into a finished product without polishing treatment, in the form of a wallet size of 19.5 cm x 10 cm x 3 cm and two beaded bracelets resulted increase in added value of 473%. The results of consumer preference testing show that button type stingray leather purses are demanding by students and Fisheries and Maritime Service Officers. Rit type polished leather wallets are demanding by Fisheries and Maritime Service Officers. Buttoned non-polish type purses (products from UMK) are demanding by students, lecturers, Fisheries and Maritime Service Officers, and Industry and Trade Service Employees. Button-type cowhide purses demand students and employees of PT. Adrawina. Rit cowhide purses are demanding by PT. Adrawina.

Keywords: Consumer preference, creative product, leather industry, stingray skin, and value added