

Intisari

DESAIN, ANALISIS PREFERENSI KONSUMEN, DAN NILAI TAMBAH PRODUK KULIT IKAN LENCAM

Produksi kulit ikan lencam mengalami peningkatan, namun pemanfaatan menjadi produk komersial masih terbatas dengan nilai jual rendah. Alternatif peningkatan nilai jual kulit ikan lencam yaitu dengan proses penyamakan menjadi bahan baku produk komersial dengan bahan penyamak ramah lingkungan. Proses penyamakan dipilih karena kulit lencam memiliki sisik menarik dan ukuran yang lebar. Glutaraldehida merupakan bahan penyamak ramah lingkungan sebagai pengganti formaldehida. Glutaraldehida 2% dan mimosa 4% merupakan bahan penyamak konsentrasi terbaik. Penelitian bertujuan mengolah kulit ikan lencam samak glutaraldehida 2% dan mimosa 4% menjadi produk kulit, mengetahui preferensi konsumen serta nilai tambah produk kulit. Pengolahan produk kulit tersamak dilakukan dengan menentukan desain produk. Analisis preferensi konsumen dengan metode konjoin untuk mengetahui kombinasi atribut yang disukai oleh responden mahasiswa Akademik Teknologi Kulit dan Departemen Perikanan UGM, dan pegawai Balai Besar Kulit Karet dan Plastik, Dinas Kelautan dan Perikanan DIY serta Akademik Teknologi Kulit. Analisis nilai tambah dihitung berdasarkan persentase (%) kenaikan harga dari kulit lencam segar hingga menjadi produk. Kulit ikan lencam tersamak didesain dan diolah menjadi 2 model dompet wanita (tipe 2-in-1 dan tipe 3-in-1) dengan 3 varian warna (merah, coklat, dan hijau), serta gelang dari kulit sisa pengolahan dompet. Responden pegawai menyukai dompet kulit ikan lencam dengan tipe 2-in-1, harga Rp. 350.000, warna coklat, dan mahasiswa menyukai tipe 3-in-1, harga Rp. 350.000, warna coklat. Atribut yang dipertimbangkan dalam pemilihan dompet berturut-turut adalah harga, warna dan model. Nilai tambah dari 1 kg kulit ikan lencam segar hingga menjadi dompet dan gelang sebesar 979,59%.

Kata kunci: dompet, ikan lencam samak, konjoin, nilai tambah, preferensi

Abstract

DESIGN, COSTUMER PREFERENCES, AND VALUE ADDED ANALYSIS OF LENCAM FISH LEATHER PRODUCTS

The production of lencam fish skin has increased, but its use as a commercial product is still limited with a low selling value. The alternative to increasing the selling value of lencam fish skin is by using the tanning process to become the raw material for commercial products with environmentally friendly tanners. The tanning process was chosen because the lencam leather has attractive scales and wide size. Glutaraldehyde is an environmentally friendly tanner as a substitute for formaldehyde. Glutaraldehyde 2% and mimosa 4% are the best concentration of tanning agents. The research aims to process tanned lencam fish skin with glutaraldehyde 2% and mimosa 4% into leather products, to find out consumer preferences and the added value of leather products. Processing of tanned leather products is carried out by determining the product design. Consumer preference analysis using the conjoint method was used to determine the combination of attributes favored by students of the Academic Leather Technology and the Department of Fisheries UGM, and employees of the Center for Leather, Rubber, and Plastics, Department of Marine Affairs and Fisheries of DIY and Academic of Leather Technology. A value-added analysis is calculated based on the percentage (%) price increase from fresh lencam skin to product. The tanned lencam fish skin is designed and processed into 2 models of women's wallets (2-in-1 type and 3-in-1) type with 3 color variants (red, brown, and green), as well as bracelets made from leather leftover from wallet processing. Employee respondents like the lencam fish skin wallet with the type 2-in-1, the price is Rp. 350.000, brown color, and students like the 3-in-1 type, the price is Rp. 350.000, brown color. The attributes that are considered in the selection of a wallet in a row are price, color, and model. The added value of 1 kg of fresh lencam fish skin to become a wallet and bracelet is 979.59%.

Key words: added value, conjoint, lencam fish leather, preference, wallet