THE ROLE OF PRODUCTION MANAGEMENT IN CANNING LEMURU FISH
(Sardinella longiceps) IN TOMATO SAUCE MEDIA AT PT. SARANA TANI
PRATAMA JEMBRANA-BALI

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Abstract
The writing of this final project aims to determine the role of production management in canning lemuru fish. The data sources used are primary data, and secondary data and data collection methods used, namely, interview methods, observations, literature studies, and data analysis using qualitative descriptive analysis. The Role of Production Management at PT. Tani Pratama facilities starting from planning, implementation and supervision have run optimally and have been fully implemented in accordance with standard operational procedures (SOPs) in the company. The results obtained are lemuru fish canning management at PT. Sarana Tani Pratama has been fully implemented, first planning consisting of 4 items, namely raw material inventory, production scheduling, production equipment, production capacity, second, implementation which includes activities ranging from receiving raw materials to marketing, third supervision, in the process of canning lemuru fish (Sardinella Longiceps) carried out by PT. Primary Farm Facilities that need to be supervised and controlled during the production process are all forms of work carried out by employees in accordance with standard operational procedures (SOPs).

Keywords: Production Management, Lemuru Fish, Canning

Introduction
Indonesia is a country that has the best marine natural wealth. The total number of islands in Indonesia spread from Sabang to Merauke is 17,504 islands, a total sea area of 3.544 million km2 and a coastline with a length of 104 thousand km. Therefore, Indonesia should be oriented in maritime development, one of which is in the fisheries sector (Pursetyo et al., 2015).

As one of the efforts to develop a marine-based economy is to develop a fishery-based processing industry. The fishery product processing industry is an economic activity that converts products from raw materials into semi-finished materials / finished goods mechanically, chemically, or changes products from less valuable to higher-value products with the intention of bringing these products closer to the final consumer (Ministry of Marine Affairs and Fisheries, 2021).

In Indonesian waters, lemuru fish is the most dominant and economically valuable fishery resource in the Bali Strait, so that the commodity is most exploited by fishermen living around the Bali Strait. According to the Ministry of Maritime Affairs and Fisheries (2021), in 2018 the total production of lemuru fish in Bali province reached 6.3% of the total lemuru fish production in Indonesia, which was at 3,203.42 tons from 50,930.94 tons. In addition to Bali, lemuru fish are also found in Banten, Bangka Belitung Islands, Central Java, Aceh etc. In addition, lemuru fish
Canning is one way to preserve food by packing the food very tightly and airtight, so that microbes cannot penetrate the packaging. Canning can also keep food from changing the taste, aroma, and texture of food from unwanted damage. (Putri C Pratiwi, 2016).

Literature Review
Lemuru fish is one type of pelagic fish, its body shape is small elongated and has a yellow color packaging on its body. In addition, this fish has a greenish-blue color on the back and silvery on the bottom. This fish is widely found in Indonesian waters, so many producers process this type of fish, one of which is into sardine products. Lemuru is used as a local sardine product in Indonesia. This fish is widely found in the Bali Strait, East Java waters and Bali waters.

Statistical data from the Ministry of Marine Affairs and Fisheries 5 shows that in 2018 the total production of lemuru fish in Bali province reached 6.3% of the total production of lemuru fish in Indonesia, which is around 3,203.42 tons from a total of 50,930.94 tons. Bali Strait is a good habitat for lemuru, especially as a location for foraging (Kepmen-KP, 2016). Zone I covers the areas of Karang Ente, Tanjung Pasir and ujung Angguk. Zone II includes the areas of Sembulungan, Anyir, Watu Layar, Sekeben, Senggong, Klosot, Prepat, Lampu Kelip and Kapal Patah. Zone III covers the Pangpang Bay area. Zone IV includes Blimbing Sari and Bomo. Zone V includes Pengambengan and Kayu Gede. Zone VI includes hills, Benoa, Jimbaran and Transmitter. Zone VII consists of Grajagan, Pancer and Watu Loro (Wudji et al., 2013 in Kepmen-KP, 2016).

Canning is one way to preserve food by packing the food very tightly and airtight, so that microbes cannot penetrate the packaging. Canning can also keep food from changing the taste, aroma, and texture of food from unwanted damage. Canning can increase the selling value of fishery products in the market. The procedure for canning fish products is also quite easy for producers to do, so many producers market fishery products in canned sardines. (Putri C Pratiwi, 2016).

Kadim A (2017), explained that production management consists of two words, namely management and production. There are several notions of management which are basically efforts or processes to achieve goals carried out by coordinating the activities of others through planning, organizing, directing, actualizing and supervising. Production is defined as the activity of producing goods to obtain profits. This understanding is too narrow, because products can also produce services, whether for the purpose of making a profit or not. So there is another understanding of production, namely the creation of goods or services.

Production management is all activities to manage and coordinate production factors efficiently to create and add value and benefits from products (goods or services) produced by the organization. And production management can also be defined as an activity to optimally manage the use of resources in the process of transformation into goods or services (Mawarni V, 2019).

Research Method
This research was carried out in January - March 2021, which was carried out at PT. Sarana Tani Pratama, Jl. Kud Mina Karya, Ds. Kelapa Balian, Pengambengan Village, Negara District, Bali-Indonesia.

Penelitian ini menggunakan data prime dan sekunder, dimana data primer adalah data yang diperoleh dari objek langsung dilapangan di PT. Sarana Tani Pratama Bali, sedangkan data sekunder adalah berbagai teori dan informasi yang diperoleh tidak langsung dari sumbernya tapi
diperoleh dari berbagai buku, laporan serta melalui website internet.

The data analysis method used is a qualitative descriptive method, which describes the production process of canning lemuru fish (Sardinella Longiceps) in tomato sauce media and at PT. Sarana Tani Pratama Bali.

**Results and Discussion**

The role of production management at PT. Tani Pratama facilities starting from planning, implementation, and supervision have run optimally and have been fully implemented in accordance with standard operating procedures (SOPs) in the company. The production management in lemuru fish canning are Rahma (2014) explained that partnership is a series of processes that are used regularly and gradually to get optimal results. It begins with prospective partners, understanding the advantages and disadvantages of their business, starting to build up strategy and continue to monitor and evaluate until the target is achieved. Some factors leading farmers to participate in the partnership system are:

a. Planning

Canning lemuru fish is one of the activities carried out at PT. Primary Farmer Facilities, especially the production department, in the fish canning process certainly require various kinds of planning to achieve company goals. The things that must be considered in planning the production of lemuru fish canning at PT. Sarana Tani Pratama Bali

- Raw Material Inventory Planning

  The mechanism of lemuru fish raw material inventory starts from surveying lemuru fish suppliers, ordering lemuru fish, receiving lemuru fish which includes washing, calculating the amount of fish weight, checking fish quality.

  The raw materials used in canning lemuru fish are raw materials obtained from local fishermen in Bali waters, as well as imported fish from various cities in Indonesia and imported fish from abroad. So the raw materials produced in canning lemuru fish depend on fish that enter every day, raw materials every day use 40-50 tons. The criteria for accepted raw materials can be seen in table 1.

<table>
<thead>
<tr>
<th>Types of Checks</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of Raw Materials</td>
<td>Lemuru</td>
</tr>
<tr>
<td>Gill</td>
<td>Blood red</td>
</tr>
<tr>
<td>Eye</td>
<td>Clear</td>
</tr>
<tr>
<td>Scales</td>
<td>perfect</td>
</tr>
<tr>
<td>Salt Content</td>
<td>Low – Medium</td>
</tr>
<tr>
<td>Fish Aroma</td>
<td>Fresh</td>
</tr>
<tr>
<td>Fish Sightings</td>
<td>Bright</td>
</tr>
<tr>
<td>Histamine</td>
<td>Maximum 20 ppm</td>
</tr>
<tr>
<td>Formaldehyde</td>
<td>Negative</td>
</tr>
</tbody>
</table>

Source: PT. Sarana Tani Pratama, 2021

- Production Scheduling Planning

  Production Scheduling based on orders is tailored to customer needs at PT. Sarana Tani Pratama and apply the order of production schedule based on the earliest orderer.

- Equipment Planning
The equipment used in the process of canning lemuru fish (Sardinella Longiceps) is:

Table 2. Production Equipment

<table>
<thead>
<tr>
<th>No.</th>
<th>Tool Name</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Rotary Washer</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Exhaust Box</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>Decanting</td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>Filling Machine</td>
<td>4</td>
</tr>
<tr>
<td>5.</td>
<td>Cook Batch</td>
<td>4</td>
</tr>
<tr>
<td>6.</td>
<td>Seamer Round Can</td>
<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>Can Washer</td>
<td>6</td>
</tr>
<tr>
<td>8.</td>
<td>Jet Engine Print</td>
<td>3</td>
</tr>
<tr>
<td>9.</td>
<td>Retort</td>
<td>12</td>
</tr>
<tr>
<td>10.</td>
<td>Pulley</td>
<td>6</td>
</tr>
<tr>
<td>11.</td>
<td>Scales</td>
<td>2</td>
</tr>
<tr>
<td>12.</td>
<td>Forklift</td>
<td>4</td>
</tr>
</tbody>
</table>

Source: PT. Sarana Tani Pratama, 2021

- Production Capacity Planning

PT. Sarana Tani Pratama has a daily production capacity of 40 tons of lemuru fish to be produced into sardines a day, maximizing 70 tons per day. However, the production process carried out is only in accordance with the raw materials that enter every day, so the more raw materials that enter, the greater the production of lemuru fish canning produced per day.

b. Implementation

Implementation is part of the third management stage, where at this stage lemuru fish canning activities (Sardinella Longiceps) are carried out. Before employees carry out their duties, they are first briefed. The briefing conducted at PT. Sarana Tani Pratama is directing employees to cooperate with each other in carrying out the duties and responsibilities that have been given in order to achieve company goals, not only in the form of communication, but also must still provide motivation and provide direction in a good way.

c. Supervision

Supervision or control is very necessary in companies, especially companies engaged in production or processing, so the manager must always supervise or control their employees. Through supervision, managers make active contact with what employees do, the supervisory process at PT. Sarana Tani Pratama, also carried out using CCTV found in almost every corner in the company's room. The screen for monitoring surveillance cameras or CCTV is located in the general manager's room so that the company's general manager can see directly the activities contained in the company.

In the process of canning lemuru fish (Sardinella Longiceps) carried out by PT. Primary Farmer Facilities that need to be supervised and controlled during the production process are all forms of work carried out by employees in accordance with standard operational procedures (SOPs) applied during the process of canning lemuru fish (Sardinella Longiceps) at PT. Primary Farmer Facilities. The operational standards of the procedure in supervision that need to be considered in canning activities are supervision carried out by going directly to the field by the head of the production department to see employee performance and see the production process starting from the receipt of raw materials to the export process, and
supervision in the cutting temperature section maintaining temperatures of 0°C - 5oC carried out by quality control.

Conclusion

Canning Lemuru fish requires good management, because this lemuru fish product is a product that has high economic value and is the main product of PT. Sarana Tani Pratama engaged in fish canning.

The role of management in the company is very important, namely to ensure everything related to achieving goals can be successfully done. Skilled and responsible management cannot be separated from good quality and productivity which now demands high professionalism in management.

From the results and discussion, it can be concluded that the role of management at PT. The Primary Farmer Facility has run optimally and has been fully implemented in accordance with the standard operating procedures (SOP) in the company. The role of production management at PT. Sarana Tani Pratama starts from planning consisting of 4 items, namely raw material inventory, production scheduling, production equipment, production capacity, second implementation which includes activities ranging from receiving raw materials to marketing, third supervision, in the process of canning lemuru fish (Sardinella Longiceps) carried out by PT. Primary Farm Facilities that need to be supervised and controlled during the production process are all forms of work carried out by employees in accordance with standard operating procedures (SOPs).

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