

CHAPTER I

INTRODUCTION

1.1 Background of the project

The development of the fishing industry is currently growing rapidly, because it is supported by the large potential of fishery resources in Indonesia. In the processing industry and in the use of fish by households, many parts of the fish are discarded such as the head, tail fins, bones and offal which in turn causes waste. This fishery waste is increasing due to an increase in human consumption of fishery resources so that it is directly proportional to the amount of fishery waste produced. Fishery waste produced in the form of skin, bones, heads, tails and offal. Offal consists of the stomach, intestines, liver, gallbladder, pancreas, gonads, spleen, and kidneys. Sukarsa 1978, in Fatimatuz Zahroh (2018)

Fish waste in Indonesia has not been utilized optimally. Lack of public knowledge in general about the use of fish waste and the absence of technology application in fish waste management is an obstacle in the utilization of fish waste. The potential for such large fish waste is very unfortunate if it only ends up in a garbage dump which will not only cause a pungent stench but can also disrupt the environment and the settlements of residents whose houses are adjacent to the landfill. This waste has the potential to trigger air pollution and health problems for the surrounding community, Fatimatuz Zahroh at all (2018).

According to Hadisuswito (2007), excess liquid organic fertilizer can provide nutrients according to plant needs because it is given more evenly and the concentration can be adjusted according to plant needs. The raw materials for liquid organic fertilizer can be in the form of market waste.

The content of liquid organic fertilizer depends on the material it is made of, so the ingredients used must be adapted to the needs of the plants to be planted. Leaf-producing plants need fertilizer with high N content and fruit-producing plants need fertilizer with higher P and K content.

Leftover fish or fish that are wasted can still be used as raw materials for complete organic fertilizers, namely fertilizers that contain limited macro elements (not sufficient for plant needs) and must be supplemented with the addition of other elements so that the content of N, P, K it is as needed. The form of organic fertilizer in the form of liquid can make it easier for plants to absorb the nutrients contained in it compared to other fertilizers that are solid. Fertilizers made from fish, apart from being a source of nutrients, are also able to induce *Actinomycetes* spp. and *Rhizobacteria* spp. Which plays a role in producing growth hormones around plant roots. The growth hormones in question are auxin, cytokinin and gibberellin hormones.

Figure 1.1 is a picture of an organic liquid fertilizer for East Bantan Micro Small Medium Enterprise, without any packaging design.



Figure 1.1 Liquid Organic Fertilizer
Source : Processed data, 2021

Based on the results of interviews that the author conducted on April 15, 2021



Figure 1.2 Interview With the Village Head of East Bantan

Source : Processed data, 2021

The author conducted an interview with the East Bantan Village Head, to find out the development of MSMEs processed organic fertilizer in Bantan Village, there the author got the results of my questions to the East Bantan Village Head. The author knows that processed products from village MSME members have been marketed in neighboring villages, but sales of packaged fertilizers are sold without any design at all, and the village head said that sales were only by word of mouth and not marketed through social media, or in the form of brochures. Therefore, the market for organic fertilizers is very limited.

Based on the description above, the title chosen for writing in this research is " Packaging Design Of Liquid Organic Fertilizer As A Promotion Strategy For Product Introduction Of MSME Products In Bantan Timur, Bengkalis".

1.2 Identification of the Project

Based on the above background, the formulation of the problem in this liquid organic fertilizer is:

1. How to design an attractive product packaging design in order to improve the image of liquid organic fertilizer to introduce of Bantan Timur, Bengkalis?
2. How to plan an effective promotional strategy to promote MSME liquid organic fertilizer to public?

1.3 Purpose of the Project

1. To design an attractive product packaging design in order to improve the image of liquid organic as a product of MSME in Bantan Timur Bengkalis.
2. To plan an effective promotional strategy to promote MSME liquid organic fertilizer as a product of MSME Bantan Timur Bengkalis.

1.4 Significance of the Project

This project is expected to be of benefit to interested parties, while the benefits of this project are as follows:

1. For the author
Adding the writer's insight into the importance of a new innovation in activities to develop a product. In addition, the author can also find out steps required in developing an existing product without eliminating the characteristics of the original product.
2. For Other Parties
This project can be used as additional information and a reference for researchers from other agencies who wish to carry out further research on this title.
3. For the Community
This project is expected to contribute ideas and reveal problems that arise and provide suggestions for solving problems, so that in the end it can provide benefits to the traders themselves.

1.5 Place of Project Implementation

The implementation of this project will be carried out from June to November 2021. The implementation of the liquid fertilizer packaging design project is carried out at a location on Jalan Bantan Timur, Bengkalis Regency. And marketing will be done by means of promotion through social media and through brochures that will be distributed in every area



1.6 Writing system

The systematics of writing the research Business Model Canvas (BMC) Design as Strategy for Coconut Shell Charcoal Business Development at MSMEs in East Bantan Village in Bantan District, Bengkalis Regency” are as follows:

CHAPTER 1: INTRODUCTION

In CHAPTER 1, this will explain the background, problem formulation, problem objectives, research benefits, the scope and boundaries of the problem and the systematics writing of the final report.

CHAPTER 2: LITERATURE REVIEW

In CHAPTER 2, this will explain the previous research, theoretical basis, and framework of thought.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In CHAPTER 3, describes the research implementation method which consists of the location and object of the study, the types and sources data, data collection techniques, data analysis methods, types of research, research schedule and budget.

CHAPTER 4: RESULTS AND DISCUSSION

In CHAPTER 4, describe the result of the test, discussion and limitations of the research result. A discussion of the result obtained is made in the form of a theoretical explanation either qualitatively, quantitatively or statistically.

CHAPTER 5: CONCLUSION AND SUGGESTION

In CHAPTER 5, the writer will provide conclusions and suggestions from the results of the research and discussion of the author’s title so that this will be closing for the preparation of a thesis proposal.