***Business Potential of Micro, Small and Medium Enterprises (MSMEs) Engaged
in the Food Sector "Bandeng Presto" Semarang***

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Abstract- Fragility of Indonesia's economic fundamentals prompted the government to build the economic structure taking into account the existence of Micro, Small and Medium Enterprises (MSMEs). In an effort to develop the people's economy, currently, Micro, Small and Medium Enterprises (UMKM) have been used as a means of national development policy. Milkfish is one of the aquatic commodities that has a lot of potential to be developed, one of which is presto milkfish in the city of Semarang. The strategic location city of Semarang, which is at the center point of the main route of the North Island Coast Java makes this city progress and develop a potential area for industrial activity, very prospective trade and services. The potential for fishery resources large enough to develop. Processed fish is quite important in the city of Semarang and become one of the typical Semarang souvenir products, including processed milkfish with various kinds of product diversification, one of which is presto milkfish

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Empowering UMKM in the midst of globalization and high competition makes UMKM able to face global challenges, such as increasing product and service innovation, developing human resources and technology, and expanding the marketing area (Sudaryanto et al., 2012). The

ability of UMKM to face the current global competition needs to be considered further so that they are able to survive for the sake of stability in the Indonesian economy (Sudaryanto et al., 2012) In facing an increasingly open and competitive market mechanism, market control is a prerequisite for increasing the competitiveness of UMKM. In order to dominate the market, UMKM need to get information easily and quickly, both information about the production market and the production factor market (Sudaryanto et al., 2012) UMKM need to be active in collaborating and coordinating with the Government and Regional Governments. to continue to carry out coaching and training through increased capacity building and application of information technology (IT) applications (Eko Prasetyo, 2009). With a conducive business climate created by the government, it will make it easier for UMKM to increase competitiveness, both company competitiveness and competitiveness of the products produced (Sri Susilo, 2010). The existence of UMKM in Indonesia is increasingly felt in the process of national economic development in Indonesia. Initially, the existence of UMKM was considered an important source in creating job opportunities and the main motor of economic development in rural areas. However, in the current and future era of globalization, the role of UMKM is increasingly important, namely as a source of foreign exchange for Indonesia's non-oil and gas exports (Tambunan, 2002).

The presto milkfish processing business is a relatively easy business to do and its scale can be adjusted according to the level of capital, labor and marketing capacity, and has a pretty good prospect considering that milkfish is one of the most popular fish in the wider community. However, due to the large number of thorns attached, it slightly reduces enjoyment because of the many thorns disturbance. In addition, milkfish is one of the special foods of Semarang City which is the target of many tourists. The proliferation of processing industry businesses, especially food, does not rule out the possibility of fairly fierce competition, especially if the business has become an icon or typical food. Therefore, in order to support business development that can empower the community through this micro, small and household business. In the city of Semarang, the presto milkfish industry is spread across 14 subdistricts and 25 sub-districts. The total amount or investment value is Rp. 515,200,000, - and the total production value reaches Rp. 907,600,000, - with a total workforce of 141 people (data from the Semarang City Department of Industry and Trade, 2017). One of the keys to the success of this milkfish business is inseparable from the use of high quality ingredients without any added preservatives and synthetic flavors and always innovating to follow the market and is open to all suggestions, so that product quality is maintained.

Seeing the business turnover and market opportunities, this milkfish processing business has a long chain and involves a lot of workforce (ranging from fish farmers to marketing personnel) so that it greatly affects the economic activities of the community. Therefore, the solution to the problems faced by milkfish processing small entrepreneurs has a strategic role where the results will have an impact on the economic activities of the community at large.

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