

CHAPTER I

INTRODUCTION

1.1 Background

Distribution channels are a pathway that must be crossed by the flow of goods from the manufacturer to the agent or intermediary or large merchant to the user, in this case the consumer. Distribution channels are very important in the company's activities. Because this will affect decisions made by company managers. Distribution has an important role that requires companies to pay attention to the details of the distribution process. In product distribution, there are many aspects that must be considered such as facilities, transportation, availability and communication from the parties concerned, so there must be careful control to ensure that all distribution processes do not hamper the related process. An ineffective distribution process will affect the quality of the product that reaches the consumer. Companies must properly define distribution channels to avoid losses because distribution is an interconnected chain, a small mistake during the distribution process if it is not resolved quickly by the company can hamper the distribution process and it has a negative impact on the company in terms of product quality, as well as customer satisfaction.

In order to provide a good service to consumers, the company must pay attention to the distribution channel, namely by selecting the distribution channel to be used. If there is an error in choosing a distribution channel, it will hinder the channeling of goods or services. The presence of large retailers has an impact on manufacturers, companies and governments. From the point of view of manufacturers and companies is increasing the marketing capacity of distributors and related actors. Therefore, entrepreneurs in the field of fisheries especially Tambak Udang Vaname strive to provide products that can meet the needs of consumers, and can be expected that consumers can be loyal to the product.

Shrimp is one of Indonesia's potentially large fishing commodities to develop. Currently shrimp commodities are worth the economy up to USD250 billion or about Rp3.6 trillion every year. Indonesia itself ranks third largest as the world's largest exporting country in the world market after Thailand and India. The types of shrimp exported by Indonesia include windu shrimp, vaname shrimp, and other types of shrimp.

Especially regarding vaname shrimp (*Litopenaeus vannamei*), the average type of shrimp has an export volume contribution of up to 85%. Vaname shrimp has specific characteristics, such as being able to live in a wide range of salinity, being able to adapt to low temperature environments, having a high level of survival, and having a good enough resistance to disease so that it is suitable to be

Cultivated in pond. This condition resulted in the large number of retail businesses emerging in Indonesia, especially Bengkalis. One form of retail business is Vaname Shrimp Pond in Teluk Pambang. The existence of Vaname Shrimp Pond has an impact on the development of the industry in Bengkalis. Bengkalis island has the potential to be planted with ponds and can still be built thousands more ponds. Multiplier effect shrimp is amazing, in addition to the increase in income can also accommodate a small workforce," said the entrepreneur from Temeran Village.

This research emphasizes on the concept of distribution channels. The concept of distribution channels has a role in the company in carrying out the obligation of delivery of goods in the right time, the right place and quantity at a minimum cost. Vaname Shrimp Pond in Teluk Pambang is in the form of self-sustaining business

Table1.1. Arrangement of Shripmp Ponds In Pambang Table :

No	Farm Business Name	Location	Area of Place	Number of Ponds	Production Duration	Total Production	Length of Production for the Pond
1.	Sukemi's Shrimp Farm	New Pambang Sungai Kembung	6 Hectares	19 Pool	Once every four mounts	1 pool 2 Tons	20 Years
2.	Rabut Sejahtera's Shrimp Farm	New Bloated Village	2 Hectares	4 Pool	One Every Four Monts	12/13 Ton	3 Years
3.	Yance Shrimp Farm	Rambai River Mine	4 Hecters	4 Pool	Three Month Once	9 Tons	
4.	Belly Shrimp Farm	Rambai River Mine	3 Hecters	9 Pool	Once Every Four Months	5/21- 3Ton	2 Years

Source : Data of Teluk Pambang Vaname

The example of a vaname shrimp pond in Teluk Pambang Bengkalis can be seen on figure :



Figure 1.1 shrimp pond images

Source: Rabut sejahtera Shrimp Pond

The example of a the harvested vaname shrimp in the Teluk Pambang Bengkalis:



Figure 1.2 Example of vaname shrimp images

Source: shrimp vaname of Rabut sejahtera

Based on the above problems, the authors are interested in conducting research with the **title, "Analysis of Vaname Shrimp Distribution Line Teluk Pambang Village Bengkalis Regency"**

1.2 Formulation of the Problem

Based on the background described above, it can be formulated research problems as follows: How is the shrimp distribution line Vaname Teluk Pambang Village Bengkalis Regency.

1.3 Purpose of the Study

Based on the above formula, the objectives to be achieved in this study are:

1. To find out how vaname shrimp distribution line Teluk Pambang Village Bengkalis Regency
2. To find out the obstacles that occurred in the vaname shrimp distribution line Teluk Pambang village

3. To find out the solution of the shrimp distribution line barriers Vaname Teluk Village pambang Bengkalis.

1.4 Significant of the Study

Based on the background, formulation and purpose of this research, it can be taken as follows:

1. For The Company

The results of this research are expected to provide input in the form of ideas or thought ideas in The Shrimp Pond Vaname so as to encourage the implementation of the right distribution sa-luran strategy in the future which can ultimately increase sales results as well as provide a great profit for entrepreneurs / Shrimp Ponds

2. For The Community

Can be used as an example for the community in doing business and developing at the same time measuring the implementation of distribution channel strategy using supplier services.

3. For Researchers

In addition to experience, knowledge, gaining insight especially on distribution lines and as a guide to final task completion which is one of the requirements to complete Diploma IV in international business administrasi program of The Department of Commercial Administration. It is hoped that this final project can be used as one of the means to improve the development of the author's innovation.

1.5 Scope and Limitations of the Problem

To facilitate research, so that there are no irregularities, the authors limited the scope so that it is not too broad and wide so that this Thesis Report focuses the research only on Sukemi Pond Business, Rabut Sejahtera Business, Yance Shrimp Pond Business, Belly Shrimp Greed Business in Teluk Pambang Bengkalis Bay Village

1.6 Writing System

CHAPTER 1 : INTRODUCTION

In the introduction explain about the background of the research, the formulation of problems, the purpose of the research, the benefits of research, the scope and limitations of the problem, as well as the systemic writing

CHAPTER 2 : LITERATURE REVIEW

In the review the library explains explaining the theories that will be used about previous research and the theories that support the preparation of this research frame of mind.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT

In the methodology and completion process explain the method of conducting research, consisting of location, time and object of research, type and source of data, data analysis method, type of research, schedule and budget of research

CHAPTER 4 : RESULTS AND DISCUSSIONS

In this chapter the author will elaborate on the discussion of the results of research analysis that has been conducted with interviews, observations, and other sources

CHAPTER 5 : CONCLUSION AND SUGGESTION

At the conclusion explains the conclusions and suggestions as the final description of the research report description of the research report.

REFERENCES

APPENDICES

WRITER BIOGRAPHY