

# **ANALYSIS OF MSMEs PRODUCT SALES IN VILLAGE-OWNED ENTERPRISES (BUMDes) KUALA ALAM BENGKALIS**

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## **ABSTRACT**

This study aims to determine the sales of MSMEs products sold in BUMDes Kuala Alam Bengkalis. The type of research used by the author is descriptive qualitative with the aim of knowing which products are sold. Data collection techniques in this study are interviews and documentation. The object of this study in BUMDes Kuala Alam Bengkalis. The results of this study indicate that the most sold product from MSME Bersama is Lomek Salai with total sales of 380 pcs for the last 4 (four) months, namely from august, September, october and November 2020. While the most sold products from MSME UPPKS are shrimp paste crackers. With total sales of 132 pcs for the last 4 (four) months. So it can be concluded that the products of joint MSMEs, namely the Lomek salai product. And it can be seen that the Lomek Salai product is a product that is in great demand by consumers.

**Keywords:** BUMDes, MSMEs, Product, Kuala Alam.