

# **Analysis Supply Chain Management of Young Coconut Dodol Products at UD. Kemas**

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## **Abstract**

This writing aims to determine product flow, financial flow and information flow in the supply chain of young coconut dodol products at UD. Kemas. This study uses a qualitative descriptive method which is explained systematically and clearly illustrated. Data collection techniques were carried out by interview and observation. The object of this research is the of young coconut dodol products at UD. Kemas which is located in Wonosari Barat Village, Bengkalis District. The distribution flow of Young Coconut Dodol Products at UD. Kemas is first on the zero level channel, namely UD. Kemas - Final Consumers, while on the one level channel, namely UD. Kemas - Retailer - End Consumers. The results of the research on supply chain management, the flow of young coconut dodol products at UD. Kemas has two streams, the first is the supply chain of raw materials in the form of young coconut and old coconut from coconut traders and glutinous rice flour, wheat flour, granulated sugar and palm sugar from the market and then to the market. UD. Kemas, meanwhile, the supply chain of young coconut dodol products at UD. Kemas (finished ingredients) is Young Coconut Dodol Products at UD. Kemas- Retailer - End Consumers. In supply chain management, the financial flow of young coconut dodol products at UD. Kemas has two streams, namely the first financial flow of raw materials, namely young coconut dodol products at UD. Kemas - coconut traders and markets, while the financial flow of finished materials in the form of young coconut dodol products at UD. Kemas namely End Consumers - Retailer - UD. Kemas. In supply chain management, the information flow of young coconut dodol products at UD. Kemas has two streams, namely the first flow of information on raw materials, namely young coconut dodol products at UD. Kemas - coconut traders and markets, the information system provides information to fellow Mr Samiun as owners of coconut dodol products young people at UD. Kemas with Mr. Mawi as a coconut trader, while the flow of information on finished materials, namely young coconut dodol products at UD. Kemas, UD. Kemas - end consumers and Retailer - UD. Kemas.

**Keyword:** supply chain, young coconut dodol products