

STANDARIZATION AND DISTRIBUTION CHANNEL OF DRIED LOMEK FISH AT BUMDES KUALA ALAM

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ABSTRACT

Lomek fish is a local fish typical of Bengkalis, lomek fish is produced during the lomek fish season and during hot weather. In Bumdes Kuala Alam, this lomek fish is used as a product that is sold to the public. Dried lomek fish does not have standardization. This study aims to make standarization of dried lomek fish and see how the distribution channel of dried lomek is managed by Bumdes Kuala Alam. This study uses a qualitative descriptive method by conducting observations, interviews, literature studies, documentation studies and drawing conclusions. The results of this study determine the standardization of dried lomek fish before and after processing that meets the standards, the distribution channel in Bumdes is the most profitable distribution channel, namely level 1 channel for direct distribution from Bumdes to consumers. where Bumdes does not have to accommodate all requests from existing wholesalers because dried lomek fish are limited.

Keywords: Dried Lomek Fish, Standarization, Distribution Channel