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ANALYSIS OF EFFICIENCY OF MARKETING DISTRIBUTION OF ACEH FRESH TUNA FOR EXPORT MARKET

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ABSTRACT

This study aims to disclose the inefficient of Tuna distribution channel in Banda Aceh. The marketing distribution of Tuna in Aceh was still inefficient. This was marked by the length of the existing distribution chain, thus reducing the selling price at the fishermen level. This problem must be addressed. The marketing channel has to be shortened, so the price margin at the level of the distributors become smaller and will increase in the selling price at the fishermen level. This research tries to raise the problem of Tuna distribution, as well as to recommend shortening the Tuna marketing chain and proven to increase the selling price of Tuna fish.

Keywords : Tuna , Distribution Channel , Distributors, Price.

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