



# The 1<sup>ST</sup> UNICEB 2017

Garuda Plaza Hotel Medan, December 12th 2017



## INCREASING THE QUALITY OF TUNA TO FULFILL JAPAN EXPORT MARKET PREFERENCES

### **SYAFRUDDIN CHAN**

Lecturer of Economic and Business Faculty  
Syiah Kuala University

### **MIRZA TABRANI**

Lecturer of Economic and Business Faculty  
Syiah Kuala University

### **FAUZIAH AIDA FITRI**

Lecturer of Economic and Business Faculty  
Syiah Kuala University.

### **ABSTRACT**

The purpose of this paper is to describe the effort that has been put to increased the quantity of Tuna caught by using technology-based equipment and the economic impact the fishermen get from those improvement. In Aceh, Tuna is one of marine products commodity that has high economic value. Tuna was caught by fishermen then sold either to Toke Banku (dealer), which was part of the marketing intermediary chain, before they sold to the wholesalers. Ulee Lheu is one of the port where Tuna fishermen landing its boat. But unfortunately economic value of Tuna has not been utilized properly so there was some economic value that loss because the fishermen did not do proper handling of Tuna after they are being caught. In addition, because using traditional equipment, the number of tuna caught by fishermen were very limited. Through the program of economic livelihood done by the university of syiah kuala, the fishermen have been trained to use technology based equipment so they can increase the amount of Tuna being produced by them.

**Keywords :** *Tuna , technology-based equipment, Quality Improvement, Better Income.*

THE  
*Character Building*  
UNIVERSITY