

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pola distribusi udang Dogol (*Metapenaeus monoceros*) hasil tangkapan nelayan di Pelabuhan Perikanan Samudra Cilacap dan kualitas udang Dogol setelah di tangkap sampai pendistribusiannya. Metode yang di gunakan adalah metode survei melalui observasi (wawancara) dan metode *purposive random sampling* dimana mengambil udang dogol dari masing-masing sampel secara acak. Hasil penelitian menyatakan pola distribusi udang Dogol terbagi dua, yaitu *pertama*; nelayan ke TPI lalu bakul langsung ke konsumen dan *kedua*; nelayan ke TPI ke pedagang pengumpul melalui pedagang pasar ke konsumen. Adapun faktor yang mempengaruhi pola distribusi udang Dogol di TPI Pelabuhan Perikanan Samudra Cilacap di pengaruhi oleh produk, harga dan lokasi. Kualitas udang Dogol dari masing-masing sampel menurun, dengan kualitas udang Dogol terendah pada sampel pedagang pasar sebesar 7,5. Penurunan kualitas udang Dogol berhubungan dengan cara penanganan di atas kapal maupun penanganan di TPI dan tingkat pedagang sampai konsumen.

Kata kunci : *Distribusi, Kualitas, Udang Dogol*

ABSTRACT

The aims of the study is to determine the distribution pattern of Dogol shrimp (*Metapenaeus monoceros*) caught by fishermen in the Cilacap Ocean Fisheries Port and the quality of Dogol shrimp after being caught until distribution. The method used is the survey through observation (interview) and purposive random sampling method where randomly takes dogol shrimp from each sample. The results of the research the distribution pattern of Dogol shrimp is divided into two, namely first; fishermen to TPI then go directly to consumers and second; fishermen to TPI to collecting traders through market traders to consumers. The factors that influence the distribution pattern of Dogol shrimp in the TPI of the Cilacap Ocean Fisheries Port are influenced by the product, price and location. Dogol shrimp quality from each sample decreased, with the lowest quality Dogol shrimp in the market trader sample of 7.5. The decrease in the quality of Dogol shrimps related to handle on board , dogol shrimp is handling in TPI and the level of traders to consumers.

Keywords: *Distribution, Quality, Dogol shrimp*