



**ASIAN CONFERENCE
ON BUSINESS, ECONOMICS
AND SOCIAL SCIENCES**

E - PROCEEDINGS ACBESS 2021



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

JOINTLY ORGANIZED BY:



EDITORS

**Mohamed Saladin Abdul Rasool
Nor Tasik Misba
Noormala Rabu
Fadzlan Sufian
Abdul Rahim Ridzuan**

The Supply Chain Management of Fishing Industry in Rokan Hilir, Province of Riau, Indonesia

Eni Yulinda^{1*}, Kamisah Supian², Mazni Saad³

¹Faculty of Fisheries and Marine, Universitas of Riau, Pekanbaru, Indonesia,

²Faculty of Business, University of Selangor, Malaysia

³Department of Tourism, Kulliyah of Languages and Management, International Islamic University Malaysia, Muar Johor

*Corresponding Author: eni.yulinda@lecturer.unri.ac.id

Abstract. *This survey research was conducted in Rokan Hilir regency, one of the largest fishing industry centers in Riau Province, Indonesia. There are two objectives of this research, namely to analyze descriptively the characteristics of fishing companies and implementation of supply chain management for the fishing industry. A total of 270 fishing companies, four collectors, and one fish exporter were taken as respondents. The results show that most of the fishing companies were small-scale businesses, with vessel sizes of 3-6 gross tonnage (62.60 percent); fishing gear size less than 3,000 square meters (84 percent); the number of crew/fishermen 3-4 peoples (52 percent); and has a turnover of less than IDR 50 million per year (50.34 percent). The entities involved in the supply chain for the fishing industry are fishermen who own fishing companies and **Tauke** (fish collectors, agents, exporters, and importers of fish). The smooth flow of goods (fish and others), the flow of money, and the flow of information between fishermen and **Tauke** is caused by the existence of a patron-client relationship based on mutual trust. The smooth flow is also due to the existence of kinship relationship between the **Tauke** and the availability of supporting facilities for the fishing industry, such as ice factories, transportation facilities, banks, and means of communication (cellular phones and internet).*

Keywords: Supply Chain Management; Fishing Industry; Patron-Client Relationship; Trust; Rokan Hilir