

Abstract

Maluku is an archipelagic province with potential capture fisheries resources that cannot be denied for its diversity and richness. With a coastline of 10,630 kilometers or 11.17 percent of Indonesia's total coastline, Maluku has a sea area of 654,000 square kilometers and has fishery potential in it which includes large pelagic fish species such as tuna and skipjack tuna, small pelagic, demersal fish, shrimp, squid, squid, and reef fish make Maluku waters very valuable ecologically and economically.

PT. Harta Samudra is a fishing company that has a main focus on selling Tuna Loin for export, for that researchers conducted research on the main focus related to the smooth way of exporting Samudra's treasures from upstream to downstream. Then it was stated that the supply chain of PT.harta Samudra was not running very well due to inappropriate and uncoordinated planning. Therefore, the researcher wants to make a research analysis of the company's supply chain management in order to find out its shortcomings to help increase the company's exports.

Methods This research uses descriptive qualitative methods which will be carried out by describing the results of research with data obtained directly from the research location by using observations and interviews in the company environment and workers to obtain data. It is hoped that this research can help and be a guideline in order to improve the performance of the company's supply chain and increase the company's exports.

Keywords: Supply Chain Management, Export