

ABSTRAK

Madura merupakan salah satu pulau dan suatu perairan menjadi pusat perkembangan, terutama sektor perikanan dan kelautan. Luas perairan di Madura sebesar 10.962 km², potensi bidang perikanan mencapai jumlah sebesar 214.097 ton dan produksi olahan mencapai 227.427 ton. Terbentuknya usaha dari hasil perikanan laut oleh para nelayan dan masyarakat yaitu Industri Kecil Menengah (IKM) olahan hasil laut. Pelaku IKM olahan hasil laut akan mendistribusikan olahannya kepada konsumen seperti toko, swalayan, pasar, koperasi, pedagang ecer, serta wisatawan sehingga membutuhkan banyak distribusi dan terbatasnya pemilihan produk bagi konsumen. Terkait hal ini dibutuhkan pengelompokan untuk menentukan *distribution center*. Pengelompokan pada 173 IKM dengan rincian 38 IKM Kabupaten Bangkalan dan 135 IKM Kabupaten Sampang. Pengelompokan dilakukan dengan metode *P-Median* menggunakan 2 titik pusat terletak di Kecamatan Sreseh dan Camplong dengan jarak 2.119,99 km, 3 titik pusat terletak di Kecamatan Bangkalan, Sreseh dan Camplong dengan jarak 885,74 km serta 4 titik pusat terletak di Kecamatan Socah, Klampis, Sreseh dan Camplong dengan jarak 462,16 km.

Kata Kunci : IKM olahan laut, P-Median, Pengelompokan, *Distributin center*

ABSTRACT

Madura is an island and the waters are the center of development, especially the fisheries and marine sector. The area of the waters in Madura is 10,962 km², the potential for fisheries reaches 214,097 tons and processed production reaches 227,427 tons. The establishment of a business from marine fishery products by fishermen and the community, namely Small and Medium Industries (IKM) processed marine products. The perpetrators of IKM processed seafood will distribute their products to consumers such as shops, supermarkets, markets, cooperatives, retailers, and tourists, thus requiring a lot of distribution and limited product selection for consumers. Related to this, grouping is needed to determine the distribution center. The grouping of 173 IKM with details of 38 IKM in Bangkalan Regency and 135 IKM in Sampang Regency. The grouping was carried out using the P-Median method using 2 central points located in Sreseh and Camplong districts with a distance of 2.119,99 km, 3 central points located in Bangkalan, Sreseh and Camplong districts with a distance of 885,74 km and 4 central points located in Socah District, Klampis, Sreseh and Camplong with a distance of 462,16 km.

Keywords: *processed by marine products IKM, P-Median, Grouping, Distribution center*