



RICE DISTRIBUTION OPTIMIZATION IN PERUM BULOG WEST JAVA REGIONAL DIVISION

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Abstract

Distribution network governance is a very important competitive advantage in an industry. Improper distribution will have a big influence on all aspects, especially those related to the profit of a company. The right amount and the right time are crucial points in distribution. Distribution and transportation systems must be designed optimally so that the costs are as small as possible. West Java Regional Division BULOG is a representative of the government in implementing equal distribution and distribution of rice, which is also a staple food commodity for most people in Indonesia, must pay attention to optimal distribution patterns. In carrying out its operational process, the Regional Division of West Java Regional Logistics Bureau is supported by Regional Subdivisions in the West Java and surrounding areas that handle rice in their respective working areas. The purpose of this study is to determine the planning path and the most optimum amount in rice distribution in the West Java Regional Division to districts and cities that can minimize distribution costs so that the costs incurred will reach the lowest point by using transportation methods, Linear Programming and LINDO version software 7.0 for Windows 10. The results of the research show that the most optimum total distribution cost is Rp.6,474,025 560.

Keywords: Rice distribution, Linear Programming, LINDO version 7.0 software for widows 10.