

THE JOURNAL OF THE AMERICAN SOCIETY OF CLIMATE ENGINEERS, WASHINGTON

WORLD ZONIFICATION OF THE MATERIALS

FAHRENHEIT TEMPERATURES AND SENSITIVITY
ANALYSIS OF THE CLIMATE ENGINEERING

2009

LP
33
FASM
1
2009

THE STUDY OF KEROPOK LEKOR INDUSTRY AT LOSONG, TERENGGANU

Mohd Zamiruddin Bin Che Kamarudin

**This project report is submitted in partial fulfillment of the requirement of the degree
of Bachelor of Agrotechnology Science (Aquaculture)**

**Department of Fisheries Science and Aquaculture
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
UNIVERSITY MALAYSIA TERENGGANU**

2009

1100076186

This project should be cited as:

Mohd Zamiruddin .C.K. 2008. The Study of Keropok Lekor Industry at Losong, Terengganu. Undergraduate thesis, Bachelor of Agrotechnology Science (Aquaculture), Faculty of Agrotechnology and Food Science, University Malaysia Terengganu. 30 p.

No part of this project report may be reproduced by any mechanical, photographic, or electronic process, or in the form of phonographic recording, nor may it be stored in a retrieval system, transmitted, or otherwise copied for public or private use, without written permission from the author and the supervisor(s) of the project.



**FAKULTI AGROTEKNOLOGI DAN SAINS MAKANAN
UNIVERSITI MALAYSIA TERENGGANU**

**PENGAKUAN DAN PENGESAHAN LAPORAN
PROJEK ILMIAH I DAN II**

Adalah ini diakui dan disahkan bahawa laporan ilmiah bertajuk:

The study of Keropok Lekor Industry at Losong, Terengganu oleh Mohd Zamiruddin Bin Che Kamarudin, No.Matrik UK14292 telah diperiksa dan semua pembetulan yang disarankan telah dilakukan. Laporan ini dikemukakan kepada Jabatan Sains Perikanan dan Akuakultur sebagai memenuhi sebahagian daripada keperluan memperoleh Ijazah Sarjana Muda Sains Agroteknologi (Akuakultur), Fakulti Agroteknologi dan Sains Makanan, Universiti Malaysia Terengganu.

Disahkan oleh:

Penyelia Utama

PROF. MADYA DR. KHALID SAMO
Pensyarah
Jabatan Teknologi Maritim
Fakulti Pengajian Maritim dan Sains Mariti
Universiti Malaysia Terengganu (UMT)
21030 Kuala Terengganu.

Nama:

Cop Rasmi:

Tarikh: 27/4/09

Penyelia Kedua (jika ada)


Nama: **MASDUKI MOHAMMAD MORNI**
Pensyarah

Cop Rasmi Jabatan Sains Perikanan dan Akuakultur
Fakulti Agroteknologi dan Sains Makanan
Universiti Malaysia Terengganu
21030 Kuala Terengganu

Tarikh: 29/4/09

DECLARATION

I hereby declare that the work in this thesis is my own except
for quotations and summaries which have been duly
acknowledged

Signature : 
Name : Mohd Zamiruddin Bin Che Kamarudin
Matric No : UK14292
Date : 16 MAC 2009

AKNOWLEDGEMENT

First of all, I would like to express my sincere appreciation and deepest gratitude to my supervisor, Assoc. Prof. Dr. Khalid Bin Samo for his guidance and comments that has aided in the completion of this project. I also like to extend my gratitude to my co-supervisor Mr. Masduki Bin Mohd Morni for his assistance that enables this project run smoothly. Appreciation is also extended to Dr. Nur Asma Arifin for her support throughout the course of this project. I also want to extend my appreciation to the keropok lekor producers for their cooperation during the sampling of this project. I am forever grateful to all my friends for their constant support and inspiration during the course of this project. Finally yet importantly, my greatest appreciation goes to my beloved family especially my father and my mother for their sacrifices and encouragement throughout all these years.

ABSTRACT

One research on industry of keropok lekor had been done at Losong area. The purpose of this study is to know the process involved in the production of keropok lekor and to study the cost sales and marketing of keropok lekor by different producers. This study begins in July 2008 until February 2009. There are three approaches that had been used in collected the data; survey questionnaire, interview with the producers and direct observation. This study, found that Keropok Lekor Warisan Stall use same cost per kilogram (RM 3.64) with Keropok Lekor Adnan Stall. Although, Keropok Lekor Adik Beradik Stall only use RM 3.63 per kilogram. Keropok Lekor Warisan stall produced more keropok lekor product (606.2 kg) daily compared to the Keropok Lekor Adnan stall (454.7 kg) and the Keropok Lekor Adik Beradik stall (378.9 kg). The income of the Keropok Lekor Warisan stalls were RM 3031 per day, the Keropok Lekor Adik-Beradik stalls were RM 2273 per day and the Keropok Lekor Adnan stalls were RM 1894 per day. Public most preferred and like the taste of keropok lekor produce by Keropok Lekor warisan Stall compared with production from other stalls. As conclusion, the production and income of stall in depend on cost used per kilogram, the taste of keropok lekor; ingredient and the marketing strategy.

ABSTRAK

Satu kajian mengenai industri keropok lekor yang telah dijalankan di kawasan Losong. Tujuan kajian ini dijalankan adalah untuk mengetahui proses-proses yang terlibat dalam pengeluaran keropok lekor dan juga untuk mengetahui kos jualan serta pemasaran keropok lekor oleh pengusaha yang berbeza. Kajian ini bermula pada Julai 2008 hingga Februari 2009. Proses pengumpulan data dilakukan melalui tiga cara iaitu soal selidik, temuramah dengan pengusaha dan pemerhatian secara langsung. Daripada kajian ini, didapati bahawa Keropok Lekor Warisan Gerai menggunakan kos yang sama setiap kilogram (RM 3.64) dengan Gerai Keropok Lekor Adnan. Walaubagaimanapun, gerai Keropok Lekor Warisan menghasilkan lebih keropok lekor (606.2 kilogram) berbanding dengan gerai Keropok Lekor Adnan (454.7 kilogram) dan gerai Keropok Lekor Adik Beradik (378.9 kilogram). Pendapatan gerai Keropok Lekor Warisan adalah RM 3031 sehari, gerai Keropok Lekor Adik Beradik adalah RM 2273 sehari dan gerai-gerai Keropok Lekor Adnan adalah RM 1894 sehari. Hasil Keropok Lekor dari gerai Keropok Lekor Warisan paling diminati oleh orang ramai berbandingkan dengan hasil gerai lain. Orang awam gemarkan rasa keropok lekor yang dihasilkan oleh Gerai Keropok Lekor warisan. Sebagai kesimpulan, pengeluaran dan pendapatan gerai adalah bergantung kepada kos yang digunakan setiap kilogram, rasa keropok lekor; ramuan dan strategi pemasaran.