

ABSTRACT

PT. Djarum can not be separated from the strong distribution channel owned, from the originally produced products in the factory centered in Kudus, after which the finished product will be delivered from the factory to the Regional Sales office that becomes the center of product storage and sent to the District Sales office to be marketed to merchants who will distribute it to consumers throughout Indonesia.

In this study the authors focused on Regional Sales office Jakarta which at the time of the pandemi occurred, the number of product distribution decreased because it complied with the government's appeal related to PSBB which resulted in constraints related to the distribution of goods to the District Sales office and Sub-District Sales office.

The research method used in this research is qualitatively aimed at obtaining a full picture of a thing according to the views of the sources studied. Sampling techniques used by researchers are non-probability sampling using purposive sampling approach.

The purpose of the study was to see changes in distribution channels and adjustment of delivery frequency during the COVID-19 pandemi.

Keywords: *Distribution, Distribution Channel, Transportation, COVID-19*