ABSTRACT

Surabaya city which has diverse natural resources are able to be processed so it can be beneficial to the surrounding environment resulting in the increasing number of people who use it as a source of business advantages that can be the source of their income. Small and Medium Enterprises or UKM (Usaha Kecil Menengah) commonly called a top choice for people who live around the coast Kenjeran for their livelihood. The results are diverse and abundant sea is a major factor favorable. But with the increasing number of UKM (Usaha Kecil Menengah) being offset by the availability of suitable container resulted in the level of competition is getting tougher. Therefore Gallery UMKM want to facilitate UKM - UKM in East Java that their products are recognized by the public. And because the area has not provided a gallery of UMKM for UKM traditional food, and therefore the establishment of UKM center around Kenjeran Coast region will be considered a solution and appropriate containers for food UKM in East Java and Surabaya in particular.

Keywords: gallery, SMEs, traditional food, Surabaya, East Java, SME centers, products, Kenjeran Beach.