

ANALISIS KINERJA RANTAI PASOK CABAI RAWIT DI KECAMATAN DUKUN KABUPATEN MAGELANG

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ABSTRAK

Penelitian ini bertujuan 1. Mengetahui rantai pasok cabai rawit di Kecamatan Dukun Kabupaten Magelang. 2. Menganalisis kinerja rantai pasok cabai rawit. Penelitian ini termasuk penelitian deskriptif kuantitatif. Metode penentuan responden menggunakan metode *nonprobability sampling*. Analisis data dengan menggunakan *Food Supply Chain Network* dan *Supply Chain Operation Reference (SCOR)*. Hasil penelitian 1. Rantai pasok cabai rawit yang terjadi di Kecamatan Dukun terdapat aliran produk dari petani ke pedagang pengepul desa selanjutnya ke Sub Terminal Agribisnis Sewukan dan aliran produk dari petani yang langsung ke Sub Terminal Agribisnis Sewukan. Aliran finansial terjadi dari Sub Terminal Agribisnis Sewukan ke pedagang pengepul desa selanjutnya ke petani. Aliran informasi yang terjadi mengenai kebutuhan cabai rawit, ketersediaan cabai rawit, dan standar kualitas cabai rawit yang diinginkan seharusnya berjalan dua arah dari petani hingga ke pedagang di luar Kecamatan Dukun, begitu pula sebaliknya 2. Pengukuran kinerja rantai pasok cabai rawit menggunakan 5 pendekatan, yaitu kinerja pengiriman cabai rawit diperoleh hasil 100% pada rantai I dan rantai II termasuk *superior*. Kesesuaian standar diperoleh hasil 97,20% pada rantai I dan 98% rantai II termasuk *superior*. Pemenuhan pesanan pada rantai I sebesar 7,9% dan rantai II sebesar 52,77% termasuk kategori di bawah *parity*. Fleksibilitas rantai pasok pasok rantai I selama 3 hari dan rantai II selama 1,4 hari termasuk *advantage*. *Lead time* rantai I selama 3 hari dan pada rantai II selama 1 hari termasuk kategori *superior*. Siklus pemenuhan pesanan rantai I selama 3,3 hari dan rantai II selama 1,6 hari termasuk kategori *superior*. Persediaan harian rantai satu selama 0,0079 hari dan rantai II selama 0,53 hari termasuk *superior*. Siklus *cash to cash* rantai selama 1,079 hari dan rantai II selama 2,53 hari termasuk kategori *superior*. Kesimpulan dari penelitian ini terdapat aliran produk, aliran finansial, dan aliran informasi pada rantai pasok cabai rawit di Kecamatan Dukun dan kinerja rantai pasok cabai rawit secara keseluruhan sudah sangat baik hanya pada pemenuhan pesanan masih sangat rendah.

Kata Kunci: cabai rawit, rantai pasok, kinerja rantai pasok

Cayenne Pepper Supply Chain Performance Analysis in Dukun Subdistrict Magelang Regency

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ABSTRACT

This research aimed to 1. Determine the supply chain of cayenne pepper in Dukun District, Magelang Regency. 2. Analyze the performance of the cayenne pepper supply chain in Dukun District, Magelang Regency. This research was classified as quantitative descriptive research. The method of determining respondents was using a non-probability sampling method. The data was analyzed using the Food Supply Chain Network and the Supply Chain Operation Reference (SCOR). The results of the study: 1. Supply chain of cayenne pepper in Dukun District was a product flow from farmers to village collectors, then to the Sewukan Agribusiness Sub Terminal and product flow from farmers directly to the Sewukan Agribusiness Sub Terminal. Financial flows occur from the Sewukan Agribusiness Sub Terminal to village collectors and then to farmers. The flow of information that occurs regarding the need for cayenne pepper, the availability of cayenne pepper, and the desired quality standard of cayenne pepper should go both ways from farmers to traders outside the Dukun District. 2. The performance of the cayenne pepper supply chain, in terms of the delivery performance of cayenne pepper, obtained 100% resulted in chain I and chain II including the superior. According to the standard, 97.20% chain I and 98% chain II were as superior. Order fulfillment in chain I was 7.9% and chain II was 52.77% including below of parity. The flexibility of the supply chain; supply chain I for 3 days and chain II for 1.4 days was considered in the advantage. The lead time for chain I was 3 days and chain II was for 1 day, meaning it was considered in the superior. The order fulfillment cycle for chain I is 3.3 days and chain II was 1.6 days, considered in the superior category. The daily supply of chain one for 0.0079 days and chain II for 0.53 days was considered superior. The cash to cash chain cycle for 1,079 days and chain II for 2,53 days was considered in the superior category. Conclusion from the researched are supply chain for cayenne pepper in Dukun District consists of two chains and overall performance of the cayenne pepper supply chain has been very good, only the fulfillment of orders was still very low.

Keywords: *cayenne pepper, supply chain, supply chain performance*