

**PERFORMANCE ANALYSIS OF ORGANIC RICE SUPPLY CHAIN IN  
PT. LINGKAR ORGANIK INDONESIA**

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**ABSTRACT**

*This research aims to (1) identify the supply chain flow of organic rice at PT. Lingkar Organik Indonesia, and (2) analyze the performance of supply chain based on four perspectives there are financial, customer, internal business process, and learning and growth. This research used descriptive quantitative method with case study approach at PT. Lingkar Organik Indonesia that is food organic company in Kalasan Districts that collaborate thousands of distributors from all provinces in Indonesia. Respondents as many as 36 were taken by using purposive method. The types of data used primary and secondary data. Methods of collected data through observation, interviews, distributing questionnaires, and documentation. The analysis used descriptive analysis and Balanced Scorecard method. The results of the research showed (1) supply chain flow of organic rice at PT. Lingkar Organik Indonesia had four main actors, namely farmers, PT. Lingkar Organik Indonesia, distributor and end consumer. Besides, this company carried out three types of flows, namely product flow, money flow, and information flow (2) Supply chain performance of this company were good for the three perspectives (financial, customer, internal business process), but learning and growth perspective was bad. Overall, supply chain performance of PT Lingkar Organik Indonesia categorized quite good with a total score of 0,6.*

**Keywords:** *Performance of Supply Chain, Organic Rice, Balance Scorecard*