

SABRINA AINUL FIRDAUS. 2023. Analisis Kinerja Rantai Pasok Komoditas Pisang di Kecamatan Kemalang Kabupaten Klaten. Dibimbing oleh Dwi Aulia Puspitaningrum

ABSTRAK

Penelitian ini bertujuan untuk (1) menganalisis rantai pasok komoditas pisang di Kecamatan Kemalang Kabupaten Klaten (2) menganalisis kinerja rantai pasok komoditas pisang di Kecamatan Kemalang Kabupaten Klaten. Metode penelitian yang digunakan adalah penelitian deskriptif kuantitatif. Metode penentuan responden menggunakan metode *nonprobability sampling* dengan cara *sampling* jenuh, kuota dan insidental. Teknik analisis data dengan menggunakan *Food Supply Chain Networks* (FSCN) dan *Supply Chain Operation Reference* (SCOR). Metode pengambilan data pada penelitian adalah observasi, wawancara, dan dokumentasi. Hasil penelitian (1) terdapat tiga aliran dalam kegiatan rantai pasok pisang di Kecamatan Kemalang. Aliran produk yang terjadi dari petani kepada pengepul lalu ke pedagang pisang di Pasar Kembang Kemalang yang selanjutnya dijual ke konsumen. Aliran dana yang terjadi dari konsumen kemudian ke pedagang pisang lalu ke pengepul dan terakhir ke petani pisang. Aliran informasi yang terjadi mengenai harga pasar dan jumlah permintaan berjalan secara dua arah dari petani ke pengepul lalu ke pedagang pisang kemudian ke konsumen, begitu pula sebaliknya (2) kinerja rantai pasok pisang sudah berjalan dengan sangat baik. Terdapat lima atribut kinerja yang termasuk kategori sangat baik yaitu kesesuaian standar sebesar 100%, fleksibilitas selama 0,85 hari, *lead time* selama 0,85 hari, siklus pemenuhan permintaan selama 0,98 hari, serta siklus *cash to cash* selama 5,47 hari. Terdapat satu matriks kinerja yang sudah baik yaitu persediaan harian selama 3,8 hari. Dua matriks kinerja yang tidak baik yaitu kinerja pengiriman sebesar 63,3% dan pemenuhan permintaan sebesar 72%. Simpulan dari penelitian ini terdapat aliran produk, aliran dana, dan aliran informasi pada rantai pasok pisang di Kecamatan Kemalang dan kinerja rantai pasok pisang secara keseluruhan sudah sangat baik hanya pada kinerja pengiriman dan pemenuhan permintaan masih rendah.

Kata Kunci: Pisang, rantai pasok, kinerja rantai pasok, *food supply chain networks*, *supply chain operation reference*

SABRINA AINUL FIRDAUS. 2023. *Banana Supply Chain Performance Analysis in Kemalang Subdistrict Klaten Regency. Supervised by Dwi Aulia Puspitaningrum*

ABSTRACT

This research aimed to (1) analyze the supply chain for banana commodities in Kemalang District, Klaten Regency (2) analyze the performance of the supply chain for banana commodities in Kemalang District, Klaten Regency. The research method used is descriptive quantitative research. The method of determining respondents using nonprobability sampling method by means of saturated sampling, quota sampling and incidental sampling. Data analysis techniques using Food Supply Chain Networks (FSCN) and Supply Chain Operation Reference (SCOR). The data collection methods in research was observation, interviews, and documentation. Research result (1) there are three streams in the banana supply chain activities in Kemalang District. Product flow occurs from farmers to collectors and then to banana traders at the Kembang Market in Kemalang, which are then sold to consumers. The flow of funds that occurs from consumers then to banana traders to collectors and finally to banana farmers. The flow of information that occurs regarding market prices and the demands runs in two directions from farmers to collectors to banana traders then to customers, and vice versa (2) the performance of the banana supply chain has been running very well. There were five performance attributes that fall into the very good category, namely standard compliance of 100%, flexibility of 0,85 days, lead time of 0,85 days, demand fulfillment cycle of 0,98 days, and cash to cash cycle for 5,47 days. And there is good performance matrix, namely daily inventory for 3,8 days. Meanwhile, the performance matrix that is not good is the delivery performance for 63,3% and fulfillment of requests by 72%. The conclusion from this research was that there is product flow, fund flow, and information flow in the banana supply chain in Kemalang District and the performance of the banana supply chain as a whole is very good only when delivery performance and fulfilling demand it is still low.

Keywords: *Banana, supply chain, supply chain performance, food supply chain networks, supply chain operation reference*