

**Ratih Permata Minangsari.** 2023. *Analysis of Chocomix-Original Supply Chain Performance at Griya Cokelat Nglanggeran, Gunungkidul, Special Region of Yogyakarta.* Supervised by Nanik Dara Senjawati and Heni Handri Utami.

### **ABSTRACT**

*This research was conducted at Griya Cokelat Nglanggeran, a chocolate processing agro-industry in Nglanggeran Village, Patuk District, Gunungkidul Regency, Yogyakarta Special Region. In collaboration with Gapoktan Kumpul Makaryo as a supplier and Arina Chocolate Shop and Café as a retailer, Griya Cokelat Nglanggeran forms a supply chain system. Griya Cokelat Nglanggeran, as the focal firm (focal chain), has the function of organizing its supply chain management system (product, financial, and information flow). Performance management is one of the fundamental aspects of supply chain management, so performance measurement is needed to evaluate the performance of supply chain management managed by Griya Cokelat Nglanggeran in order to achieve effective and efficient performance. The objectives of this study were (1) to analyze the supply chain structure of chocomix-original at Griya Cokelat Nglanggeran and (2) to measure the performance of chocomix-original supply chain at Griya Cokelat Nglanggeran. The approach used is a quantitative with a descriptive method, and sample determination is done by purposive sampling. Based on the results of interviews with respondents, it is known that the supply chain structure chocomix-original at Griya Cokelat Nglanggeran starts with the supplier – manufacturer – distributor – retailer – customer chain. The results of the performance measurement resulted in a final performance value of 73.72, which is included in the good performance category.*

*Keywords: Supply Chain, Performance, Supply Chain Management*