

TSALIS BAYU WICJAKSONO, 2026. Analisis Kinerja Rantai Pasok Susu Sapi Perah di Koperasi Unit Desa (KUD) Musuk Kabupaten Boyolali. Di bawah arahan Dwi Aulia Puspitaningrum.

ABSTRAK

KUD Musuk merupakan koperasi yang bergerak di bidang agribisnis pengelolaan produk susu sapi perah segar di Kecamatan Musuk Kabupaten Boyolali. Penelitian ini bertujuan untuk 1) menganalisis rantai pasok susu sapi perah, 2) menganalisis kinerja rantai pasok susu sapi perah, serta 3) menganalisis prioritas strategi rantai pasok susu sapi perah di KUD Musuk Kabupaten Boyolali. Metode yang digunakan meliputi pendekatan *Food Supply Chain Network* (FSCN) untuk mengidentifikasi struktur rantai pasok, *Supply Chain Operations Reference* (SCOR) untuk mengukur kinerja rantai pasok, serta *Analytical Hierarchy Process* (AHP) untuk menentukan prioritas strategi perbaikan. Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan responden terdiri dari 41 peternak anggota, 4 orang pengelola KUD Musuk, 1 pengepul, dan 7 peternak nonanggota. Hasil penelitian menunjukkan bahwa struktur rantai pasok terdiri dari dua pola utama, yaitu rantai I (peternak–KUD Musuk) dan rantai II (peternak–pengepul–KUD Musuk), dengan aliran produk, finansial, dan informasi yang berjalan terkoordinasi. Hasil analisis kinerja menggunakan SCOR menunjukkan bahwa indikator kinerja pengiriman, kesesuaian standar, fleksibilitas, *lead time*, siklus pemenuhan permintaan, dan siklus *cash to cash* berada pada kategori *superior*. Indikator pemenuhan permintaan rantai I berada pada kategori *advantage* pada rantai II berada pada kategori di bawah *parity*. Indikator persediaan harian berada pada kategori *advantage*. Hasil analisis AHP menunjukkan bahwa prioritas strategi dalam peningkatan kinerja rantai pasok adalah penguatan kemitraan peternak, diikuti oleh peningkatan kualitas produk, optimalisasi distribusi, dan efisiensi operasional internal. Peningkatan kinerja rantai pasok dapat dilakukan melalui penguatan hubungan dengan peternak dan peningkatan kualitas produk guna mendukung kontinuitas pasokan dan kepuasan konsumen.

Kata kunci: Kinerja, Koperasi, Rantai Pasok, Susu Sapi Perah

TSALIS BAYU WICJAKSONO, 2026. *Analysis of the Performance of the Dairy Cow Milk Supply Chain at the Musuk Village Cooperative (KUD) in Boyolali Regency. Supervised by Dwi Aulia Puspitaningrum.*

ABSTRACT

KUD Musuk was a cooperative engaged in the agribusiness management of fresh dairy cow milk products in Musuk District, Boyolali Regency. This study aimed to: 1) analyze the dairy cow milk supply chain, 2) analyze the performance of the dairy cow milk supply chain, and 3) analyze the priority strategies for the dairy cow milk supply chain at KUD Musuk, Boyolali Regency. The methods used included the Food Supply Chain Network (FSCN) approach to identify the supply chain structure, the Supply Chain Operations Reference (SCOR) model to measure supply chain performance, and the Analytical Hierarchy Process (AHP) to determine priority improvement strategies. This study used a descriptive quantitative approach with respondents consisting of 41 member farmers, 4 KUD Musuk managers, 1 milk collector, and 7 non-member farmers. The results showed that the supply chain structure consisted of two main patterns, namely Chain I (farmers–KUD Musuk) and Chain II (farmers–milk collector–KUD Musuk), with product, financial, and information flows that were coordinated. The SCOR performance analysis showed that delivery performance, standard conformity, flexibility, lead time, order fulfillment cycle, and cash-to-cash cycle indicators were in the superior category. The order fulfillment indicator in Chain I was in the advantage category, while Chain II was in the below-parity category. The daily inventory indicator was in the advantage category. The AHP analysis showed that the priority strategy for improving supply chain performance was strengthening farmer partnerships, followed by improving product quality, optimizing distribution, and increasing internal operational efficiency. Supply chain performance improvement could be achieved by strengthening relationships with farmers and improving product quality to support supply continuity and customer satisfaction.

Keywords: Cooperative, Dairy Milk, Performance, Supply Chain