

ABSTRAK

ANALISIS KINERJA RANTAI PASOK KERUPUK SOTONG (Kasus: Agroindustri Kerupuk Sotong X Kecamatan Cikoneng, Kabupaten Ciamis)

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Berkembangnya jumlah agroindustri makanan dapat memicu persaingan ketat dalam menciptakan produk yang murah, berkualitas dan cepat pada proses operasionalnya sehingga perlu manajemen rantai pasok dalam menjalankan proses bisnis. Penelitian dilakukan di Agroindustri kerupuk Sotong X Kecamatan Cikoneng Kabupaten Ciamis. Tujuannya untuk mengetahui gambaran umum dan menganalisis kinerja rantai pasok kerupuk sotong. Data primer yang digunakan diambil melalui observasi dan proses wawancara, sementara data sekunder diperoleh dari instansi terkait. Gambaran rantai pasok kerupuk sotong sudah tergambar dengan baik menggunakan model APO (*Asian Productivity Organization*), dengan target pasar ke pasar induk, grosir, target pengembangan dengan mendiversifikasi produk. Selain itu hubungan pada setiap anggota rantai pasok dapat terjalin atas dasar kepercayaan dengan sistem transaksi tunai non tunai, kesepakatan secara formal serta adanya dukungan dari pemerintah terhadap akses permodalan, infrastruktur, penerbitan surat PIRT dan penetapan harga bahan baku. Sementara untuk pengukuran kinerja rantai pasok kerupuk sotong menggunakan model SCOR (*Supply Chain Operation Reference*) rata-rata hasilnya pada semua atribut yaitu *reliability*, *flexibility*, *responsiveness*, *cost*, dan *asset* telah mencapai posisi baik kecuali atribut *cost* pada pedagang besar dan agroindustri X yang masih dalam posisi *parity*. Dari sisi metrik Pemenuhan pesanan pada Agroindustri X dan pedagang besar juga masih perlu ditingkatkan, karena masih pada posisi *parity* disebabkan pencatatan yang dilakukan pihak admin belum terpisah antara waktu menerima pesanan dengan pengiriman. Kinerja pengiriman pada semua anggota perlu ditingkatkan karena masih pada posisi *advantage*. Maka dari itu perlu pencatatan yang akurat dari pihak agroindustri serta perlunya manajemen distribusi yang baik agar dapat terkendali dengan baik.

Kata Kunci: Agroindustri Kerupuk Sotong, Manajemen, Kinerja, Rantai Pasok

ABSTRACT

SUPPLY CHAIN PERFORMANCE ANALYSIS OF SOTONG CRACKERS (Case Study: Sotong Cracker Agroindustry X, Cikoneng District, Ciamis Regency)

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The growing number of food agro-industries can trigger intense competition in creating affordable, high-quality, and fast products in their operational processes, thus requiring supply chain management in running business processes. The research was conducted at the Sotong Crackers Agro-industry X, Cikoneng District, Ciamis Regency. The aim was to obtain a general overview and analyze the performance of the Sotong Crackers supply chain. Primary data used were collected through observation and interviews, while secondary data were obtained from relevant agencies. The description of the Sotong Crackers supply chain has been well described using the APO (Asian Productivity Organization) model, with target markets to the main market, wholesalers, development targets by diversifying products. In addition, relationships between each member of the supply chain can be established on the basis of trust with a cash-non-cash transaction system, formal agreements, and government support for access to capital, infrastructure, issuance of PIRT letters, and raw material pricing. Meanwhile, to measure the performance of the Sotong Cracker Supply Chain using the SCOR (Supply Chain Operation Reference) model, the average results for all attributes, namely reliability, flexibility, responsiveness, cost, and assets have reached a good position except for the cost attribute in wholesalers and agroindustry X which is still in a parity position. In terms of order fulfillment metrics in Agroindustry X and wholesalers, it also still needs to be improved, because it is still in a parity position due to the recording carried out by the admin not being separated between the time of receiving orders and delivery. Delivery performance for all members needs to be improved because it is still in an advantage position. Therefore, accurate recording is needed from the agroindustry and the need for good distribution management so that it can be controlled properly.

Keywords: Sotong Crackers Agroindustry, Management, Performance, Supply Chain