

MANAJEMEN RANTAI PASOK (*SUPPLY CHAIN*) BENIH PADI PADA CV. PRIANGAN TIMUR SEED COMMUNITY (PTSC)

ABSTRAK

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Pembimbing

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Setiap perusahaan memerlukan kinerja rantai yang efisien dalam memenuhi permintaan konsumen, baik secara kualitas, kuantitas maupun kontinuitasnya, sehingga mampu bersaing dan dapat mengoptimalkan keuntungan. Tujuan dari penelitian ini yaitu (1) Mengidentifikasi mekanisme rantai pasok padi pada CV. PTSC, dan (2) Menganalisis kinerja rantai pasok benih padi pada CV. PTSC. Metode penentuan lokasi pada penelitian ini dilakukan secara *purposive*. Metode penelitian yang digunakan adalah metode deskriptif kualitatif dan kuantitatif. Penelitian dilaksanakan pada Bulan Juli – Desember 2023 yang berlokasi di CV. PTSC Banjarsari. Pengukuran kinerja manajemen rantai pasok menggunakan metode analisis *supply chain operation reference* (SCOR). Mekanisme rantai pasok menggunakan *Food Supply Chain Networks* (FSCN). Hasil penelitian yaitu mekanisme rantai pasok melalui pendekatan FSCN pada CV. PTSC sudah berjalan dengan lancar. Hal ini terlihat dari integrasi atau kerjasama dari kerangka FSCN yaitu Sasaran Rantai, Manajemen Rantai, Struktur Rantai, Sumber Daya, Proses Bisnis, dan Kinerja Rantai. Hasil analisis perbandingan nilai rata-rata pengukuran kinerja rantai pasok pada petani menunjukkan Atribut Kinerja *Responsiveness*, *Flexibility*, dan *Asset* sudah berada di posisi *Superior*, namun atribut kinerja *Reliability* pada kinerja pengiriman yaitu rata-rata sebesar 88,24 persen dan kesesuaian standar sebesar 88,14 persen nilai kinerja rantai pasok tersebut masih berada di posisi *Parity*, yang artinya belum mencapai kondisi yang cukup baik. Hal tersebut sebagian besar disebabkan karena belum adanya proses perencanaan yang matang dari proses pengadaan. Sedangkan perbandingan nilai rata-rata pengukuran kinerja rantai pasok pada CV. PTSC menunjukkan Atribut Kinerja *Reliability*, *Responsiveness* dan *Flexibility* sudah berada di posisi *Superior*, namun Atribut Kinerja *Asset* pada indikator *Cash to Cash Cycle Time* masih berada di posisi *Advantage* yang artinya perputaran uang dari *retail* terhadap CV. PTSC belum tepat waktu.

Kata Kunci : Benih Padi, Manajemen Rantai pasok, CV.PTSC

SUPPLY CHAIN MANAGEMENT OF RICE SEEDS AT CV. PRIANGAN TIMUR SEED COMMUNITY (PTSC)

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Every company requires efficient chain performance in meeting consumer demand, both in terms of quality, quantity and continuity, so that it can compete and optimize profits. The objectives of this study are (1) To identify the mechanism of the rice supply chain at CV. PTSC, and (2) To analyze the performance of the rice seed supply chain at CV. PTSC. The location determination method in this study was carried out purposively. The research method used is a qualitative and quantitative descriptive method. The study was conducted in July - December 2023 which was located at CV. PTSC Banjarsari. Measurement of supply chain management performance using the supply chain operation reference (SCOR) analysis method. The supply chain mechanism uses Food Supply Chain Networks (FSCN). The results of the study are that the supply chain mechanism through the FSCN approach at CV. PTSC has been running smoothly. This can be seen from the integration or cooperation of the FSCN framework, namely Chain Targets, Chain Management, Chain Structure, Resources, Business Processes, and Chain Performance. The results of the comparative analysis of the average value of supply chain performance measurements for farmers show that the Performance Attributes of Responsiveness, Flexibility, and Assets are already in the Superior position, but the Reliability performance attribute in delivery performance is an average of 88.24 percent and standard compliance is 88.14 percent. The supply chain performance value is still in the Parity position, which means that it has not reached a good enough condition. This is mostly due to the absence of a mature planning process from the procurement process. While the comparison of the average value of supply chain performance measurements at CV. PTSC shows that the Performance Attributes of Reliability, Responsiveness and Flexibility are already in the Superior position, but the Performance Attribute of Assets on the Cash to Cash Cycle Time indicator is still in the Advantage position, which means that the turnover of money from retail to CV. PTSC is not on time.

Keywords : Rice Seeds, Supply Chain Management, CV.PTSC