

ABSTRACT

SUPPLY CHAIN PERFORMANCE ANALYSIS AND VALUE ADDED ANALYSIS OF WOMEN FARMER GROUP PRODUCTS IN TRIBUDISYUKUR VILLAGE KEBUN TEBU SUBDISTRICT WEST LAMPUNG

By

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This study purposed to : (1) measure supply chain performance of KWT Melati products and (2) analyze value added of KWT Melati products. This Research was conducted in Tribudisyukur Village at Kebun Tebu Subdistrict, West Lampung. The research data was collected on April 2015 using survey method. Sample size was 25 respondents who were selected using purposive sampling. Analysis Data Method used for supply chain management performance was Supply Chain Operation References (SCOR) 9,0 and for value added analysis was Hayami method. The result of this study showed that (1) The pattern of coffee supply chain started from farmers as internal and external suppliers to KWT Melati as processing industry to customers which consisted of retailers, traders, stores and end consumers. The pattern of palm sugar and honey supply chain started from farmers as internal to KWT Melati as processing industry to customers which consisted of retailers, stores and end consumers (2) Coffee supply chain performance for package 25gr with POF 79,17%, COGS= 76,43% , TSMC = 76,14%. Package 50gr POF = 92,19%, COGS= 72,25% , TSMC = 54,34% . Package 1kg POF= 94,19%, COGS= 60,52% , TSMC = 60,49%. Palm sugar performance with POF = 97,33%, COGS= 98,56% , TSMC = 98,49%, crystal palm sugar with POF = 98,3%, COGS= 57,23%, TSMC = 53,46%. Honey performance with POF=96,5%, COGS=77,8%, TSMC 77,1%. There was an ineffectiveness in TSCMC metrics (3) Value added ratio for coffee package 25gr with value added ratio 55,68%, package 50gr with 14,17%, package 1kg with 39,07%. Value added ratio of crystal sugar palm with 53,48 and honey with 24,63%. The biggest value added product is coffee package 25gr with ratio 55,68%.

Keywords: Women Farmer Group, Supply Chain Performance, Value Added

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