

ABSTRACT

SUPPLY CHAIN AND COST OF GOODS SOLD OF BROILER ON CERTIFIED CHICKEN SLAUGHTERHOUSE IN LAMPUNG PROVINCE

By

Arina Budiarti

This study aimed at investigated: (1) the current flow of products, financial and information in a supply chain of broiler, (2) efficiency of supply chain of broiler, (3) added value of broiler slaughtering business, and (4) the cost of goods sold of broiler in Lampung Province. The location of this study was chosen purposively in Lampung Province. Sampling method that used in this study was census method to determine the chicken slaughterhouses and snowball sampling method to determine the agents of supply chain. The respondents of this research were two chicken slaughterhouses that produce different variant which were probiotics and non-probiotics broiler, 32 broiler breeders, 3 poultry industries, 18 retails and 9 restaurants. Data of this research collected in September-December 2016. The research showed: (1) the current flow of product was flowing from suppliers through the chicken slaughterhouses, retails or restaurant to consumer. The current financial was flowing from consumers through retails or restaurant, chicken slaughterhouses to suppliers. The current information was flowing in reciprocal between instantiation in supply chain, (2) the performance of suppliers entirely was efficient, while performance of several chicken slaughterhouses, ritels and restaurants was efficient and others were inefficient, (3) there was differentiation in added value of broiler slaughtering business which the chicken slaughterhouses got, and (4) there was differentiation in cost of goods sold between probiotics and non-probiotics broiler.

Key words: broiler, chicken slaughterhouse, supply chain

ABSTRAK

ANALISIS RANTAI PASOK DAN HARGA POKOK PENJUALAN DAGING AYAM BROILER PADA RUMAH POTONG AYAM BERSERTIFIKAT DI PROVINSI LAMPUNG

Oleh

Arina Budiarti

Penelitian ini bertujuan untuk mengetahui: (1) aliran barang, finansial dan informasi dalam rantai pasok daging ayam broiler, (2) efisiensi rantai pasok daging ayam broiler, (3) nilai tambah pada pemotongan ayam broiler, dan (4) harga pokok penjualan daging ayam broiler di Provinsi Lampung. Penentuan lokasi dilakukan secara sengaja, yaitu di Provinsi Lampung. Penentuan sampel dilakukan dengan metode sensus untuk menentukan sampel rumah potong ayam dan metode *snowball sampling* untuk menentukan pelaku rantai pasok. Responden penelitian adalah dua rumah potong ayam yang menghasilkan produk yang berbeda, yaitu daging ayam broiler probiotik dan non probiotik, 32 peternak ayam broiler, 3 industri perunggasan, 18 retail dan 9 rumah makan. Pengumpulan data dilakukan selama September-Desember 2016. Hasil penelitian antara lain: (1) daging ayam broiler mengalir dari pemasok, melalui rumah potong ayam, retail atau rumah makan hingga kepada konsumen akhir. Arus finansial mengalir dari konsumen akhir melalui retail atau restoran, rumah potong hingga kepada pemasok. Arus informasi mengalir secara timbal balik antar mata rantai, (2) kinerja pemasok seluruhnya telah efisien, namun kinerja pada beberapa pengiriman oleh rumah potong ayam, ritel dan rumah makan telah efisien sementara yang lainnya belum efisien, (3) terdapat perbedaan pada nilai tambah dari pemotongan ayam broiler yang diperoleh kedua rumah potong ayam, dan (4) terdapat perbedaan harga pokok penjualan antara daging ayam broiler probiotik dan non-probiotik.

Kata kunci : ayam broiler, rumah potong ayam, rantai pasok