

ABSTRACT

PERFORMANCE ANALYSIS AND INTERNAL EXTERNAL ENVIRONMENTAL OF BANANA CHIPS AGROINDUSTRY (CASE STUDY IN SUNGAI LANGKA VILLAGE PESAWARAN REGENCY)

By

Rizky Marliani Putri

This research aims to analyze the management of raw materials procurement, management of supply chain, production performance, and also to analyze the internal and the external environmental conditions of banana chips agroindustries. This research is conducted in Sungai Langka Village of Pesawaran Regency. This locations selected purposively has consideration that Sungai Langka Village is the only village in Pesawaran Regency which is developed by Village Laboratory of Lampung University that productively in producing banana chips. The total respondents of this research are 6 people, in which the three of them are owners and 1 labor who is spread evenly in every banana chips agroindustry. Data is collected in December 2017 until January 2018. Data that collected in this research are primary and secondary data. This research are using descriptive qualitative and descriptive quantitative methods. The result of this research shows that neither in time nor quantity which has been accordance with six precise in raw materials procurement of banana chips agroindustry in Sungai Langka, but management of supply chain in banana chips agroindustry in Sungai Langka Village has been going well. Performance of banana chips agroindustry in Sungai Langka Village has been going well too in overall. The average productivity is 11,10 kg/HOK while the average capacity is 78 percent.

Key words: agroindustry, banana chips, environmental, performance.

ABSTRAK

ANALISIS KINERJA DAN LINGKUNGAN INTERNAL EKSTERNAL AGROINDUSTRI KERIPIK PISANG (STUDI KASUS DI DESA SUNGAI LANGKA KABUPATEN PESAWARAN)

Oleh
Rizky Marliani Putri

Penelitian ini bertujuan untuk menganalisis manajemen pengadaan bahan baku, manajemen rantai pasok, kinerja produksi, serta kondisi lingkungan internal dan lingkungan eksternal agroindustri keripik pisang. Penelitian ini dilakukan di Desa Sungai Langka Kabupaten Pesawaran. Pemilihan lokasi dilakukan secara sengaja (*purposive*) dengan pertimbangan Desa Sungai Langka merupakan satu-satunya Desa di Kabupaten Pesawaran yang dibina oleh Laboratorium Desa Universitas Lampung dan aktif melakukan produksi keripik pisang. Total responden pada penelitian ini adalah 6 orang, yaitu 3 orang pemilik dan 1 orang tenaga kerja di setiap agroindustri keripik pisang. Pengumpulan data dilakukan pada bulan Desember 2017 sampai Januari 2018. Data yang dikumpulkan dalam penelitian ini adalah data primer dan data sekunder. Metode yang digunakan adalah deskriptif kualitatif dan deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa agroindustri keripik pisang di Desa Sungai Langka dalam pengadaan bahan baku belum sesuai dengan tepat waktu dan tepat kuantitas, manajeman rantai pasok agroindustri keripik pisang di Desa Sungai Langka sudah berjalan baik. Kinerja agroindustri keripik pisang di Desa Sungai Langka secara keseluruhan sudah baik. Produktivitas rata-rata sebesar 11,10 kg/HOK, kapasitas rata-rata sebesar 78 persen.

Kata kunci: agroindustri, keripik pisang, kinerja, lingkungan.