

## **ABSTRACT**

### **SUPPLY CHAIN PERFORMANCE ANALYSIS AND ADDED VALUE OF KELANTING AGROINDUSTRY IN GANTIMULYO VILLAGE PEKALONGAN SUBDISTRICT EAST LAMPUNG REGENCY**

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*This study aims to analyze supply chains, supply chain performance, value added, income and marketing efficiency in kelanting agroindustry in Gantimulyo Village. This research was conducted in six kelanting agroindustry in Gantimulyo Village, Pekalongan District, East Lampung Regency. Data collection was conducted on February 2019. Data were analyzed using qualitative and quantitative descriptive analysis. Performance measurements were made by comparing indicators FoodSCOR Card indicators. The calculation of added value used Hayami added value method. Revenue is calculated by reducing total revenue by total costs, and marketing efficiency is calculated by dividing the total cost by the total value of the product multiplied by one hundred percent. The results showed the flow pattern of supply chain started from farmers and agent as the main suppliers of raw materials, the perfomance of kelanting agroindustri showed that the average indicators were good based on indicators comparison of FoodSCOR card The added value of products produced by kelanting agroindustry showed positive value, that means kelanting agroindustry was feasible to be developed. The income of kelanting agroindustry in Gantimulyo Village show the R/C ratio > 1, that means the business was profitable and feasible. The marketing efficiency value kelanting agroindustry in Gantimulyo Village was less than 50%, that means the marketing has been efficient.*

*Keywords: added value, income, kelanting, marketing efficiency, supply chain.*

## **ABSTRAK**

### **ANALISIS RANTAI PASOK DAN NILAI TAMBAH AGROINDUSTRI KELANTING DI DESA GANTIMULYO KECAMATAN PEKALONGAN KABUPATEN LAMPUNG TIMUR**

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Penelitian ini bertujuan untuk menganalisis rantai pasok, kinerja rantai pasok, nilai tambah, pendapatan dan efisiensi pemasaran, pada agroindustri kelanting di Desa Gantimulyo. Penelitian ini dilakukan di enam agroindustri kelanting di Desa Gantimulyo, Kecamatan Pekalongan, Kabupaten Lampung Timur. Pengumpulan data dilakukan pada bulan Februari 2019. Data dianalisis menggunakan analisis deskriptif kualitatif dan kuantitatif. Pengukuran kinerja dilakukan dengan membandingkan indikator dengan indikator pada *FoodSCOR Card*. Perhitungan nilai tambah menggunakan Metode Hayami. Pendapatan dihitung dengan mengurangi total penerimaan dengan total biaya, serta efisiensi pemasaran dihitung dengan membagi total biaya dengan total nilai produk dikali seratus persen. Hasil penelitian menunjukkan pola aliran rantai pasok dimulai dari petani dan agen sebagai pemasok bahan baku utama, kinerja agroindustri kelanting menunjukkan rata-rata indikator sudah baik berdasarkan perbandingan *FoodSCOR Card*. Nilai tambah menunjukkan nilai yang positif, artinya agroindustri kelanting layak untuk dikembangkan. Pendapatan agroindustri kelanting di Desa Gantimulyo menunjukkan  $R/C > 1$ , artinya usaha tersebut menguntungkan dan layak diusahakan. Nilai Efisiensi pemasaran kelanting di Desa Gantimulyo kurang dari 50%, artinya pemasaran tersebut sudah efisien.

Kata kunci: efisiensi pemasaran, kelanting, nilai tambah, pendapatan, rantai pasok.