

ABSTRACT

SUPPLY CHAIN MANAGEMENT (SCM) ANALYSIS OF ANALOG RICE PRODUCTS IN LAMPUNG PROVINCE

By

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This study aims to (1) identify supply chains in analog rice production, (2) identify supply chains of analog rice distribution, and (3) identify value chains in analog rice products. This research was conducted with a data analysis method using descriptive analysis, supply chain analysis, and value chains. Analog rice supply chain members consist of primary members (producers and retailers) and secondary members (raw material suppliers). The supply chain flow starts from producers, retailers and finally to consumers. The amount of margins obtained by actors along the analog rice value chain is relatively balanced. KWT Melati received a margin of Rp 6.051 per kg of analog rice. While the retailer got a margin of Rp 4.475 per kg of analog rice. KWT Tunas Baru received a margin of Rp 6.126,6 per kg of analog rice. While the retailer got a margin of Rp 4.475 per

kg of analog rice. KWT Kenanga received a margin of Rp 6.296 per kg of analog rice. While the retailer got a margin of Rp 4.475 per kg of analog rice. KWT Siti Hawa received a margin of Rp 6.113,5 per kg of analog rice. Whereas the retailer gets a margin of Rp 4.475 per kg of analog rice. Siger Unila IKM received a margin of Rp 7.590,2 per kg of analog rice. While the retailer got a margin of Rp 4.475 per kg of analog rice. R/C Ratio (Revenue Cost) obtained by each party is relatively balanced, namely: (1) 1,68 for Melati KWT producers, (2) 1,29 for Melati KWT retailers, (3) 1,69 for Tunas Baru KWT producers, (4) 1,29 for retailers of KWT Tunas Baru, (5) 1,72 for KWT producers Kenanga, (6) 1,29 for KWT retailers Kenanga, (7) 1,69 for KWT producers Siti Hawa, (8) 1,29 for KWT retailers Siti Hawa, (9) 2,02 for producers IKM Siger Unila, and (10) 1,29 for IKM Siger Unila retailers.

Keywords : analog rice, supply chain, and value chain.

ABSTRAK

ANALISIS *SUPPLY CHAIN MANAGEMENT* (SCM) PRODUK BERAS ANALOG DI PROVINSI LAMPUNG

Oleh

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Penelitian ini bertujuan untuk (1) mengidentifikasi rantai pasok pada produksi beras analog, (2) mengidentifikasi rantai pasok distribusi produk beras analog, dan (3) mengidentifikasi rantai nilai pada produk beras analog. Penelitian ini dilakukan dengan metode analisis data menggunakan analisis deskriptif, analisis rantai pasok, dan rantai nilai. Anggota rantai pasokan beras analog terdiri dari anggota primer (produsen dan pengecer) dan anggota sekunder (pemasok bahan baku). Aliran rantai pasok dimulai dari produsen, pedagang pengecer dan terakhir ke konsumen. Besaran margin yang didapat oleh pelaku di sepanjang rantai nilai beras analog relatif berimbang. KWT Melati mendapatkan margin sebesar Rp 6.051 per kg beras analog. Sedangkan pedagang pengecernya mendapatkan margin sebesar Rp 4.475 per kg beras analog. KWT Tunas Baru mendapatkan margin

sebesar Rp 6.126,6 per kg beras analog. Sedangkan pedagang pengecernya mendapatkan margin sebesar Rp 4.475 per kg beras analog. KWT Kenanga mendapatkan margin sebesar Rp 6.296 per kg beras analog. Sedangkan pedagang pengecernya mendapatkan margin sebesar Rp 4.475 per kg beras analog. KWT Siti Hawa mendapatkan margin sebesar Rp 6.113,5 per kg beras analog. Sedangkan pedagang pengecernya mendapatkan margin sebesar Rp 4.475 per kg beras analog. IKM Siger Unila mendapatkan margin sebesar Rp 7.590,2 per kg beras analog. Sedangkan pedagang pengecernya mendapatkan margin sebesar Rp 4.475 per kg beras analog. R/C Ratio (Revenue Cost) yang diperoleh oleh setiap pihak relatif berimbang, yaitu : (1) 1,68 untuk produsen KWT Melati, (2) 1,29 untuk pengecer KWT Melati, (3) 1,69 untuk produsen KWT Tunas Baru, (4) 1,29 untuk pengecer KWT Tunas Baru, (5) 1,72 untuk produsen KWT Kenanga, (6) 1,29 untuk pengecer KWT Kenanga, (7) 1,69 untuk produsen KWT Siti Hawa, (8) 1,29 untuk pengecer KWT Siti Hawa, (9) 2,02 untuk produsen IKM Siger Unila, dan (10) 1,29 untuk pengecer IKM Siger Unila.

Kata Kunci : beras analog, rantai pasok, dan rantai nilai.