

## **ABSTRACT**

### **SUPPLY CHAIN ANALYSIS AND ADDED VALUE OF MAYANG SARI BREAD AGROINDUSTRY IN SEPANG JAYA VILLAGE LABUHAN RATU DISTRICT BANDAR LAMPUNG CITY**

**By**

**I Wayan Preda Kusuma W**

The bakery industry was one of the food industries that have the potential so it can continue to be developed, especially in Bandar Lampung. The increased demand for bread has resulted in many small or medium businesses innovating to fulfill consumer demand. This study aims to determine the supply chain, production performance, and added value. This research was conducted at the Mayang Sari Agroindustry in Bandar Lampung. The data collection was from October-December 2021. Respondents in this study were owners of the Mayang Sari agroindustry, suppliers of flour, wheat flour agents, bakers, and consumers. The research data were analyzed descriptively and quantitatively to determine the supply chain, production performance, and added value of the Mayang Sari agroindustry. The results showed that the flow pattern of the Mayang Sari Agroindustry supply chain started from PT. ISM Bogasari, supplier of wheat flour, flour agents, Mayang Sari Agroindustry, bakery agents, bakery traders, and consumers. The performance of the Mayang Sari Agroindustry supply chain has good criteria. The production performance of the Mayang Sari Agroindustry based on productivity, capacity, and income included in the good criteria. Mayang Sari Agroindustry provides positive added value to wheat flour IDR35.666,34 per production with an added value ratio of 45.86 so that Mayang Sari Agroindustry was feasible to develop.

Key words: added value, agroindustry, bread, performance, supply chain

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### **ANALISIS RANTAI PASOK DAN NILAI TAMBAH AGROINDUSTRI ROTI MAYANG SARI DI KELURAHAN SEPANG JAYA KECAMATAN LABUHAN RATU KOTA BANDAR LAMPUNG**

**Oleh**

**I Wayan Preda Kusuma W**

Industri roti merupakan salah satu industri makanan yang memiliki potensi sehingga dapat terus dikembangkan khususnya di Bandar Lampung. Meningkatnya permintaan roti mengakibatkan banyak usaha kecil menengah berinovasi untuk memenuhi permintaan konsumen. Penelitian ini bertujuan untuk mengetahui rantai pasok, kinerja produksi, dan nilai tambah. Penelitian ini dilakukan di Agroindustri Mayang Sari Kota Bandar Lampung. Pengambilan data dilakukan pada bulan Oktober-Desember 2021. Responden dalam penelitian ini adalah pemilik Agroindustri Mayang Sari, pemasok tepung terigu, agen tepung terigu, pembuat roti, dan konsumen. Data penelitian dianalisis secara deskriptif dan kuantitatif untuk mengetahui rantai pasok, kinerja produksi, dan nilai tambah Agroindustri Mayang Sari. Hasil penelitian menunjukkan bahwa pola aliran rantai pasok Agroindustri Mayang Sari dimulai dari PT. ISM Bogasari, pemasok tepung terigu, agen terigu, Agroindustri Mayang Sari, agen roti, pedagang roti, dan konsumen. Kinerja rantai pasok Agroindustri Mayang Sari memiliki kriteria baik. Kinerja produksi Agroindustri Mayang Sari berdasarkan produktivitas, kapasitas, dan keuntungan termasuk dalam kriteria baik. Agroindustri Mayang Sari memberikan nilai tambah positif pada tepung terigu Rp35.666,34 per produksi dengan rasio nilai tambah 45,86 sehingga Agroindustri Mayang Sari layak dikembangkan.

Kata kunci: agroindustri, kinerja, nilai tambah, rantai pasok, roti