

ABSTRACT

SHRIMP SUPPLY CHAIN MANAGEMENT ANALYSIS AT PT INDOKOM SAMUDRA PERSADA LAMPUNG PROVINCE OF INDONESIA

By

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This study aims to (1) analyze the shrimp supply chain and (2) measure its performance of the shrimp supply chain. This research is a case study at PT ISP, Lampung Province. Data for the analysis was collected from December 2022 to January 2023. Objective 1 was analyzed using the Food Supply Chain Network framework. Objective 2 was analyzed using the Supply Chain Operation Reference model. The respondents of this study consisted of six shrimp farmers, three suppliers, and one employee of PT ISP. The results showed that the supply chain consists of shrimp farmers, suppliers, PT ISP, and buyers. Supply chain targets consist of local and international market targets with development targets to improve the chain members' coordination system. Supply chain management includes partner selection, contractual agreements, transaction systems, and government support that has been running well. Supply chain resources include physical, technological, human, and capital resources. The supply chain business process is based on distribution patterns, risk aspects, and trust-building. Supply chain performance measurements for the perfect order fulfillment and cash to cash cycle time attributes for shrimp farmers, suppliers, and PT ISP are at superior criteria. The order fulfillment cycle time and flexibility attributes of shrimp farmers and suppliers are also in the superior category, while PT ISP is not in the category or uncategorized.

Keywords: shrimp, supply chain, supply chain performance,