

ABSTRACT

STUDY OF SUPPLY CHAIN AND VALUE-ADDED ANALYSIS OF CASSAVA PROCESSING (CHIP AND PEELED CASSAVA AGROINDUSTRY IN BANDAR SRIBHAWONO, EAST LAMPUNG)

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This study aimed to analyze the supply chain and calculate the value added of cassava processing into cassava chips and peeled cassava in Bandar Sribhawono District, East Lampung Regency. The research employed a qualitative descriptive analysis method using the food supply chain network framework to describe the flow of products, information, and finances, as well as a quantitative descriptive analysis using the Hayami value-added method to calculate the amount of value added generated. The results showed that the supply chains of cassava chips and peeled cassava had simple product flow patterns, namely from farmers to processors, then distributed to end consumers or further processing industries. The value added of cassava chip processing was recorded at Rp.559/kg with a value-added ratio of 34% (medium category), while peeled cassava processing generated Rp.937/kg with a value-added ratio of 42% (high category). Both types of businesses generated positive value added, indicating good economic prospects; however, peeled cassava processing had a more optimal economic performance. Differences in value added were influenced by raw material prices, final product selling prices, and production process efficiency. Business development strategies needed to consider market conditions and the sustainability of raw material supply.

Keywords: supply chain, value-added, cassava, cassava chips, peeled cassava, Hayami method.

ABSTRAK

STUDI ANALISIS RANTAI PASOK DAN NILAI TAMBAH PENGOLAHAN SINGKONG (AGROINDUSTRI CHIP DAN SINGKONG KUPAS DI BANDAR SRIBHAWONO, LAMPUNG TIMUR)

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Penelitian ini bertujuan untuk menganalisis rantai pasok serta menghitung nilai tambah pada pengolahan singkong menjadi chip singkong dan singkong kupas di Kecamatan Bandar Sribhawono, Kabupaten Lampung Timur. Penelitian menggunakan metode analisis deskriptif kualitatif dengan menggunakan metode analisis data kerangka *food supply chain network* untuk menggambarkan aliran produk, informasi, dan keuangan, serta analisis deskriptif kuantitatif dengan metode nilai tambah Hayami untuk menghitung besaran nilai tambah yang dihasilkan. Hasil penelitian menunjukkan bahwa rantai pasok chip singkong dan singkong kupas memiliki pola aliran produk yang sederhana, yaitu dari petani ke pengolah, kemudian didistribusikan ke konsumen akhir atau industri lanjutan. Nilai tambah pada pengolahan chip singkong tercatat sebesar Rp.559/kg dengan rasio 34% (kategori sedang), sedangkan pada pengolahan singkong kupas sebesar Rp.937/kg dengan rasio 42% (kategori tinggi). Kedua jenis usaha menghasilkan nilai tambah positif yang menunjukkan prospek ekonomi yang baik, namun pengolahan singkong kupas memiliki kinerja ekonomi yang lebih optimal. Perbedaan nilai tambah dipengaruhi oleh harga bahan baku, harga jual produk akhir, dan efisiensi proses produksi. Strategi pengembangan usaha perlu memperhatikan kondisi pasar dan keberlanjutan pasokan bahan baku.

Kata kunci: rantai pasok, nilai tambah, singkong, chip singkong, singkong kupas, metode Hayami.