

ABSTRACT

ANALYSIS OF SUPPLY CHAIN PERFORMANCE AND RISK IN BANANA CHIPS AGROINDUSTRY IN MARGAMULYA VILLAGE, BUMI AGUNG DISTRICT, EAST LAMPUNG REGENCY

By

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This study aims to analyze the condition of the supply chain, supply chain performance and operational risk. The method used is a case study method. The study was conducted in Margamulya Village, Bumi Agung District, East Lampung Regency in March - April 2025 with respondents as many as 4 agro-industries. The data used are primary data and secondary data. The data analysis method used is the SCOR (Supply Chain Operation Reference) method. Descriptive analysis uses the Food Supply Chain Network (FSCN) method and ISO 31000: 2009 risk management. The results of the study show that the condition of the supply chain in the form of supply chain targets, namely the agro-industry market including retailers and consumers, development targets in the form of flavor variant innovations such as balado etc. The supply chain structure starts from farmers, agro-industry, retailers and consumers. Supply chain management starts from the selection of partners, namely farmers must follow rules such as prices must not be above market prices. Supply chain resources include physical resources such as buildings and production equipment, technology, human and personal capital. Chain business processes include business process relationships, distribution patterns, risk aspects, and the process of building trust. Supply chain performance in four agro-industries has good criteria in the indicators of order fulfillment lead time, order fulfillment cycle, chain flexibility, cash-to-cash cycle time, daily inventory, delivery performance and order fulfillment but has poor criteria in the indicator of compliance with standards. Operational risks faced include limited employees, loss of transaction evidence, lack of accounting records, incompetent employees, undisciplined employees and power outages.

Keywords: agroindustry, supply chain conditions, supply chain performance, risk

ABSTRAK

ANALISIS KINERJA RANTAI PASOK DAN RISIKO PADA AGROINDUSTRI KERIPIK PISANG DI DESA MARGAMULYA KECAMATAN BUMI AGUNG KABUPATEN LAMPUNG TIMUR

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Penelitian ini bertujuan untuk menganalisis kondisi rantai pasok, kinerja rantai pasok dan risiko operasional. Metode yang digunakan yaitu metode studi kasus. Penelitian dilaksanakan di Desa Margamulya, Kecamatan Bumi Agung, Kabupaten Lampung Timur pada Bulan Maret - April 2025 dengan responden sebanyak 4 agroindustri. Data yang digunakan adalah data primer dan data sekunder. Metode analisis data yang digunakan adalah metode SCOR (*Supply Chain Operation Reference*). Analisis deskriptif menggunakan metode *Food Supply Chain Network* (FSCN) dan manajemen risiko ISO 31000:2009. Hasil penelitian menunjukkan bahwa kondisi rantai pasok berupa sasaran rantai pasok yaitu pasar agroindustri meliputi pedagang pengecer dan konsumen, sasaran pengembangan berupa inovasi varian rasa seperti balado dll. Struktur rantai pasok dimulai dari petani, agroindustri, pedagang pengecer dan konsumen. Manajemen rantai pasok dimulai dari pemilihan mitra yaitu petani harus mengikuti aturan seperti harga tidak boleh diatas harga pasar. Sumberdaya rantai pasoknya meliputi sumberdaya fisik seperti bangunan dan alat produksi, teknologi, manusia dan modal pribadi. Proses bisnis rantai meliputi hubungan proses bisnis, pola distribusi, aspek risiko, dan proses membangun kepercayaan. Kinerja rantai pasok pada empat agroindustri memiliki kriteria yang baik pada indikator *lead time* pemenuhan pesanan, siklus pemenuhan pesanan, fleksibilitas rantai, *cash to cash cycle time*, persediaan harian, kinerja pengiriman dan pemenuhan pesanan tetapi memiliki kriteria kurang baik pada indikator kesesuaian dengan standar. Risiko operasional yang dihadapi yaitu karyawan yang terbatas, hilangnya bukti transaksi, tidak adanya pencatatan akuntansi, karyawan kurang kompeten, karyawan tidak disiplin dan pemadaman listrik.

Kata kunci: agroindustri, kondisi rantai pasok, kinerja rantai pasok, risiko.