

KINERJA PASCA PRODUKSI SUSU DAN ANALISIS RANTAI PASOK INDUSTRI

SUSU DI KABUPATEN SEMARANG, JAWA TENGAH

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INTISARI

Kualitas susu segar menentukan harga susu segar peternak. Kualitas susu segar berperan penting terhadap kualitas produk yang dihasilkan oleh Industri Pengolahan Susu (IPS). Penelitian ini bertujuan untuk mengukur kualitas bahan baku susu segar, mengidentifikasi rantai pasok IPS, dan mengukur nilai tambah produk susu segar dan olahan di Kabupaten Semarang. Metode penelitian menggunakan survey, wawancara, serta pengambilan sampel untuk uji kualitas susu pada pelaku usaha. Penelitian dilakukan dari bulan Oktober sampai Desember 2016. Hasil penelitian menunjukkan bahwa uji kualitas susu segar untuk GAPOKNAK Seto Kencono, UD. Barokah, CV. Cita Nasional, dan PT. Cimory memiliki nilai yang baik. Uji alkohol bernilai negatif, uji organoleptik dapat diterima, uji berat jenis antara 1,025-1,026, dan uji pH 6,8. Rantai pasok di Kabupaten Semarang diketahui memiliki empat tipe yaitu, tipe pertama peternak -> IPS -> konsumen, tipe kedua peternak -> IPS -> distributor -> konsumen, tipe ketiga peternak -> KTT -> IPS -> distributor -> konsumen, dan keempat peternak -> KTT -> KUD -> IPS -> distributor -> konsumen. Analisis nilai tambah mata rantai yang dilakukan pada responden pelaku usaha menunjukkan CV Cita Nasional memiliki nilai tambah tertinggi 64,34% diikuti GAPOKNAK Seto Kencono 46,86%, peternak sebesar 43%, PT. Cimory 40,67%, UD. Barokah 37,48%, KUD Nusantara 9,44%, dan pengepul 3,6%.

(Kata kunci: Uji Kualitas, Rantai Pasok, Rasio Nilai Tambah)

POST-PERFORMANCE OF MILK PRODUCTION AND MARKET CHAIN INDUSTRY ANALYSIS IN SEMARANG REGENCY, CENTRAL JAVA

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ABSTRACT

The quality of fresh milk determines the price of fresh milk breeders. The quality of fresh milk plays an important role in the quality of the products produced by the Milk Processing Industry (IPS). This study aims to measure the quality of raw milk feedstock, identify supply chain IPS, and measure the value added of fresh and processed milk products in Semarang regency. The research method used survey, interview, and sampling for milk quality test on business actor. The study was conducted from October to December 2016. The results showed that fresh milk quality test for GAPOKNAK Seto Kencono, UD. Barokah, CV. National Cita, and PT. Cimory has a good value. Negative alcohol test, acceptable organoleptic test, weight type test between 1.025-1.026, and pH test 6.8. The supply chain in Semarang regency is known to have four types namely, first type of breeder -> IPS -> consumer, second type of breeder -> IPS -> distributor -> consumer, third type of breeder -> summit -> IPS -> distributor -> consumer, And the four breeders -> Summit -> KUD -> IPS -> distributors -> consumers. The added value chain analysis conducted on the respondents showed that CV Cita Nasional has the highest added value of 64,34% followed by GAPOKNAK Seto Kencono 46,86%, farmers 43%, PT. Cimory 40,67%, UD. Barokah 37,48%, KUD Nusantara 9,44%, and 3,6% collectors.

(Keywords: Quality Test, Supply Chain, Added Value Ratio)