

INTISARI

Usaha kerajinan kulit pari merupakan usaha yang memanfaatkan sisa hasil pengolahan ikan dengan pemanfaatan kreativitas, keterampilan serta bakat individu untuk menciptakan daya kreasi dan daya cipta individu yang berguna untuk memberikan nilai tambah. Penelitian bertujuan mengkaji manajemen rantai pasok bahan baku dan produk kulit pari serta kelayakan usaha. Penelitian dilaksanakan di En't Stingray Product Bantul, Fanri Collection Sleman dan Pari Radja Bantul pada bulan Desember 2016 – Maret 2017. Penelitian dilakukan dengan metode survei. Metode pengumpulan data yang dipakai adalah observasi lapangan, wawancara dan kuesioner. Data hasil penelitian diolah dan dianalisis dengan metode kuantitatif dan kualitatif, selanjutnya digeneralis secara deskriptif. Hasil penelitian menyatakan bahwa kelembagaan rantai pasok industri kerajinan kulit pari terdiri dari *supplier* kulit segar, *supplier* kulit samak, pengrajin/*supplier* produk kulit, *reseller* dan konsumen, sedangkan untuk jaringan pemasaran produk menjangkau pasar lokal, nasional, regional dan internasional. Atribut mutu (kualitas, harga, warna, bentuk, kemasan, diskon, promosi, akses lokasi, pelayanan) memberi dampak positif terhadap prospek pengembangan usaha kerajinan produk kulit pari yang berkelanjutan. Hasil analisis kelayakan finansial usaha untuk En't Stingray Product yaitu Net B/C ratio = 2,28, IRR = 27%, BEP = 9 tahun 8 bulan 9 hari, PBP tahun pertama, NPV = Rp 75.312,00; Net B/C ratio Fanri Collection = 28,50, IRR = 365%, BEP = 7 tahun 6 bulan, PBP pada tahun pertama, NPV = Rp 2.498.000,00; Net B/C ratio Pari Radja = 15,14, IRR = 194%, BEP = 5 tahun, PBP tahun pertama, NPV = Rp 4.715.503,00. Urutan kelayakan usaha dari masing-masing industri pengrajin produk kulit pari adalah Pari Radja, Fanri Collection dan En't Stingray Product.

Kata kunci : industri kerajinan, kulit pari, rantai pasok, studi kelayakan, prospek pengembangan

ABSTRACT

Stingray handicraft business is a business that utilizes the rest of the fish processing with the utilization of creativity, skills and individual talents to create creative power and creativity of individuals useful to provide added value. The study aims to examine the study of supply chain management of raw material and leather product and business feasibility. The research was conducted at Bantul's En't Stingray Product, Fanri Collection Sleman and Pari Radja Bantul in December 2016 - March 2017. The research was conducted by survey method. Data collection methods used are field observation, interview and questionnaire. Data of research result is processed and analyzed by quantitative and qualitative method, then generalized descriptively. The research results stated that the institutional of supply chain of leather handicraft industry consists of fresh leather supplier, leather supplier, leather product supplier, reseller and consumer, while for product marketing network reach local, national, regional and international market. Quality attributes (quality, price, colour, shape, packaging, discount, promotion, location access, service) have a positive impact on the sustainable development prospects of sustainable stingray products. Based on the results of financial feasibility analysis, Net B/C ratio En't Stingray Product = 2,28; IRR = 27%; BEP = 9 year 8 month 9 day; PBP at first year; NPV = Rp 75.312,00. Net B/C ratio Fanri Collection = 28,50; IRR = 365%; BEP = 7 year 6 month; PBP at first year; NPV = Rp 2.498.000,00. Net B/C ratio Pari Radja = 15,14; IRR = 194%; BEP = 5 year; PBP at first year; NPV = Rp 4.715.503,00. The order of business feasibility of each industry of stingray leather are Pari Radja, Fanri Collection and En't Stingray Product.

Keywords: craft industry, stingray, supply chain, feasibility study, development prospect