

INTI SARI

PENDEKATAN MANAJEMEN RANTAI PASOKAN UNTUK PENGUKURAN DAN PEMETAAN RANTAI WIRAUSAHA (TETRA 1) PADA GLOBAL GOTONG ROYONG (G2R) TETRAPRENEUR SEBAGAI USAHA BERJAMAAH

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Pemerintah daerah telah memberikan otonomi desa, memberikan kebebasan dan kewenangan mengatur, memberdayakan dan mengelola potensi yang ada secara mandiri demi kesejahteraan masyarakat melalui BUMDes. Melalui program yang mengangkat kearifan lokal sebagai modal pemberdayaan ekonomi, diharapkan menjadi jawaban dari persoalan ketimpangan pendapatan. Tujuan penelitian ini untuk mengukur dan memetakan Rantai Wirausaha (Tetra 1) pada Global Gotong Royong (G2R) *Tetrapreneur*. Penelitian menggunakan kuantitatif deskriptif. Temuan penelitian menunjukkan bahwa *strategic supplier partnership*, hubungan dengan petani salak sebatas penjual dan pembeli, tidak terjadi pertukaran informasi dan kerjasama jangka panjang, namun terdapat tujuan jangka panjang untuk mengangkat harga komoditas salak agar lahan tidak beralih fungsi. *Customer relationship*, tidak ada *hotline* hanya ada kontak person pada kemasan. *Diferensiasi produk*, yaitu bersertifikat Halal MUI, membawa semangat gotong royong ekonomi, melalui proses kurasi dari pihak industri atau mitra. *Information sharing*, pencatatan penjualan dan laporan keuangan dilakukan secara sederhana dan manual sehingga belum mendukung efektifitas pembagian informasi. Koordinasi dan komunikasi belum optimal dari semua pihak yang terlibat. Diperlukan usaha berjamaah segenap pihak yang terlibat mengoptimalkan peran dan tanggung jawab untuk bergerak secara besar dan bersama-sama.

Kata Kunci: Manajemen Rantai Pasokan, BUMDes, Global Gotong Royong (G2R) Tetrapreneur, Usaha Berjamaah, *Strategic Supplier Partnership*, *Customer Relationship*, *Information Sharing*.

ABSTRACT

SUPPLY CHAIN MANAGEMENT APPROACH FOR MEASUREMENT AND MAPPING ENTREPRENEURIAL CHAIN (TETRA 1) IN GLOBAL GOTONG ROYONG (G2R) TETRAPRENEURS AS A SILATURAHIM BUSINESS

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The regional government has given village autonomy, given freedom and authority to regulate, empower and manage existing potential independently for the welfare of the community through BUMDes. Through a program that raises local wisdom as a capital for economic empowerment, it is expected to be the answer to the problem of income inequality. The purpose of this study was to measure and map the Entrepreneurial Chain (Tetra 1) in the Global Gotong Royong (G2R) Tetrapreneur. This research uses descriptive quantitative. Research findings indicate that strategic supplier partnerships, the relationship with salak farmers is limited to sellers and buyers, there is no exchange of information and long-term cooperation, but there is a long-term goal to raise the price of salak commodities so that the land does not change functions. Customer relationship, there is no hotline, only a contact person on the packaging. Product differentiation, which is MUI Halal certified, brings the spirit of economic mutual cooperation, through a curation process from industry or partners. Information sharing, sales recording and financial reports are carried out in a simple and manual manner so that it does not support the effectiveness of information sharing. Coordination and communication have not been optimal from all parties involved. It takes a concerted effort by all parties involved to optimize the roles and responsibilities to move in a big way and together.

Keywords: Supply Chain Management, Village Owned Enterprises, Global Gotong Royong (G2R) Tetrapreneur, Congregational efforts, Strategic Supplier Partnership, Customer Relationship, Information Sharing.