

INTISARI

Analisis Kinerja Rantai Pasok Ikan Cakalang Pada PT. Aneka Sumber Tata Bahari di Kabupaten Maluku Tengah

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Manajemen rantai pasok merupakan suatu konsep yang berperan penting dalam menjalankan usaha/bisnis yang merupakan suatu kunci dalam keberlangsungan bisnis. Pengelolaan rantai pasok mempunyai permasalahan tertentu pada industri perikanan, antara lain terkait isu ketersediaan dan kualitas pasokan dan pemasok yang mensuplai bahan baku. Penelitian ini bertujuan untuk mengetahui pengelolaan rantai pasok ikan cakalang, mengidentifikasi pengelolaan permasalahan aliran rantai pasok, menyusun model rantai pasok cakalang dan mengukur kinerja rantai pasok ikan cakalang pada PT. ASTB. Metode analisis data menggunakan perpaduan analisis data secara deskriptif kualitatif dan kuantitatif. Analisis deskriptif kualitatif digunakan untuk mendeskripsikan pengelolaan rantai pasok cakalang, pengelolaan permasalahan aliran rantai dan model pengelolaan rantai pasok cakalang, dan analisa deskriptif untuk mengukur kinerja rantai pasok cakalang menggunakan metode SCOR (*Supply Chain Operation Reference*) dan *Analytical Hierarchy Process* (AHP). Hasil penelitian menunjukkan bahwa aliran barang, terutama ikan cakalang di PT. ASTB melalui *supplier* yang mengumpulkan ikan dari nelayan di wilayah perairan Maluku, dengan volume rata 12,5 ton/bulan dan kualitas baik. Transaksi finansial antara pelaku usaha dengan PT. ASTB yaitu dengan cara tunai atau transfer, dengan sistem relasi berbasis kepercayaan dan tidak ada hutang piutang. Aliran informasi mengalir dari dan ke pemasok di PT ASTB menggunakan layanan telpon atau whatsapp. Pemasok berada di Tulehu Maluku Tengah dan Kota Ambon. Sementara itu, tidak ada permasalahan pengelolaan aliran rantai yang ada pada rantai pasok ikan cakalang PT. ASTB terkait kualitas produk. Pelaku rantai pasok ikan cakalang berdasarkan studi ini terdiri dari pemasok, pengolah dan konsumen dalam Maluku dan luar Maluku. Kinerja rantai pasok ikan cakalang PT. ASTB yaitu 70,47 dikategorikan sebagai “Baik/Good”.

Kata Kunci: Rantai pasok, Ikan cakalang, Pengukuran kinerja, Industri perikanan, *Supply Chain Operations Reference* (SCOR), *Analytical Hierarchy Process* (AHP)

ABSTRACT

Performance Analysis of Skipjack Fish Supply Chain at PT. Aneka Sumber Tata Bahari in Central Maluku Regency

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Supply chain management is a concept that plays an important role in running a business which is a key to business continuity. Supply chain management has certain problems in the fishing industry, including issues related to the availability and quality of supply and suppliers who supply raw materials. This study aims to determine the management of the skipjack supply chain, identify the management of supply chain flow problems, develop a model of the skipjack supply chain and measure the performance of the skipjack supply chain at PT. ASTB. The data analysis method uses a combination of qualitative and quantitative descriptive data analysis. Qualitative descriptive analysis was used to describe skipjack supply chain management, management of chain flow problems and skipjack supply chain management models, and descriptive analysis to measure skipjack supply chain performance using SCOR (Supply Chain Operation Reference) and Analytical Hierarchy Process (AHP) methods. The results showed that the flow of goods, especially skipjack tuna at PT. ASTB through suppliers who collect fish from fishermen in Maluku waters, with an average volume of 12.5 tons/month and good quality. Financial transactions between business actors and PT. ASTB, namely by cash or transfer, with a trust-based relationship system and no accounts payable. Information flows from and to suppliers at PT ASTB using telephone or whatsapp services. Suppliers are located in Tulehu Maluku and Ambon City. Meanwhile, there are no chain flow management problems that exist in the skipjack tuna supply chain of PT. ASTB related to product quality. The skipjack supply chain actors based on this study consist of suppliers, processors and consumers within Maluku and outside Maluku. The performance of skipjack tuna supply chain PT. ASTB which is 70.47 is categorized as "Good".

Keywords: *Supply chain, Skipjack tuna, Performance measurement, Fishing industry, Supply Chain Operations Reference (SCOR), Analytical Hierarchy Process (AHP)*