



INTISARI

Kabupaten Mandailing Natal merupakan salah satu daerah penghasil kopi spesialti Mandailing di Provinsi Sumatera Utara. Meski begitu pengelolaan kopi pada daerah penelitian tersebut belum optimal. Gap harga kopi ditingkat petani dengan pengepul, pedagang besar masih cukup jauh, sehingga kesejahteraan petani belum terpenuhi. Salah satu hal yang perlu diperhatikan adalah pengelolaan aliran rantai pasok dan kinerja rantai pasok Kopi Mandailing. Penelitian ini bertujuan untuk (1) mengkaji kinerja manajemen rantai pasok Kopi Mandailing dan (2) mengkaji margin pemasaran dan *farmer's share* rantai pasok Kopi Mandailing di Kabupaten Mandailing Natal. Menjawab tujuan penelitian tersebut dilakukan wawancara mendalam dengan responden dan melakukan analisis kinerja rantai pasok menggunakan *Supply Chain Operations Reference* (SCOR). Hasil penelitian menunjukkan bahwa Kinerja manajemen rantai pasok Kopi Mandailing di Kabupaten Mandailing Natal dalam kategori baik secara eksternal, karena nilai indikator kinerja SC *reliability* dan *responsiveness* memiliki kategori sangat baik dan baik. Kedua indikator tersebut merupakan atribut kinerja yang langsung berhubungan dengan konsumen atau pelanggan. Nilai margin pemasaran terkecil pada pola aliran rantai pasok ketiga dengan nilai sebesar 26.843,96/kg dan nilai *farmer's share* tertinggi pada pola aliran rantai pasok ketiga juga dengan nilai 100%. Semakin pendek aliran rantai pasok Kopi Mandailing semakin efisien margin pemasaran dan *farmer's share* yang diterima petani.

Kata Kunci: Kopi Mandailing, kinerja rantai pasok, margin pemasaran, *farmer's share*

ABSTRACT

Mandailing Natal Regency is one of the Mandailing specialty coffee-producing areas in North Sumatra Province. Even so, coffee management in the research area could have been more optimal. The gap in coffee prices between farmers and collectors and wholesalers is still quite far, so farmers' welfare has not been met. One thing that needs to be considered is the management of supply chain flows and the performance of the Mandailing Coffee supply chain. This study aims to (1) examine the performance of the Mandailing Coffee supply chain management and (2) examine the marketing margins and farmer's share of the Mandailing Coffee supply chain in Mandailing Natal District. The method used to answer these objectives; the researchers conducted in-depth interviews with respondents, and supply chain performance analysis was carried out using the Supply Chain Operations Reference (SCOR). The results showed that the management performance supply chain of Mandailing Coffee in Mandailing Natal Regency was in a good category externally because the SC reliability and responsiveness performance indicators were in excellent and good categories. Both of these indicators are performance attributes that are directly related to consumers or customers. The smallest marketing margin value is in the third supply chain pattern with a value of 26,843.96/kg, and the highest farmer share value is also in the third supply chain pattern with a value of 100%. The shorter the supply chain for Mandailing Coffee, the more efficient the marketing margins and farmer's share received by farmers.

Keywords: Mandailing coffee, supply chain performance, marketing margins, farmer's share