

Intisari

MANAJEMEN RANTAI PASOK IKAN DI PASAR BANTUL KABUPATEN BANTUL

Konsumsi ikan di Bantul mencapai 30,93 kg/org/kapita/tahun. Total kebutuhan ikan diperkirakan mencapai 30.930 ton. Total produksi perikanan di Bantul pada 2021 sebanyak 13.870 ton, terdiri perikanan tangkap sebanyak 850,73 ton, perikanan budidaya 12.853,28 ton, dan ikan olahan 166,15 ton. Kekurangan produksi dapat diselaraskan ketika mengetahui manajemen rantai pasok ikannya dan pelaku usaha yang ikut andil didalamnya. Penelitian ini dilakukan melalui studi kasus manajemen rantai pasok ikan di Pasar Bantul, untuk mengetahui pelaku usaha, komoditas ikan, dan pola aliran (ikan, keuangan, dan informasi); permasalahan pengelolaan rantai pasok ikan, dan model rantai pasok ikan. Terdapat 19 orang pelaku usaha di Pasar Bantul yang meliputi pedagang ikan laut dan ikan tawar segar, ikan olahan pindang bandeng, lele asap, dan ikan asin kering. Pemasok ikan berasal dari dalam dan luar DIY yang ketersediaannya selalu ada setiap hari secara kontinu terus menerus. Jumlah ikan yang dipasok di Pasar Bantul mencapai 175-200 kg/hari pada ikan laut segar, ikan tawar segar mencapai 225-250 kg/hari, sebesar 170-180 ikat/hari dengan satu ikat terdapat 15-20 keranjang ikan pindang, 180-190 kotak/ hari dengan ± 2 kg/kotak ikan bandeng, ikan lele asap sebanyak 80 kg/hari, dan ikan asin kering sebanyak 35-40 kg/minggu. Permasalahan pengelolaan rantai pasok antara lain terkait kualitas ikan yang kurang, hutang piutang, dan komunikasi yang tidak berjalan lancar. Model rantai pasok secara umum yaitu model *supplier-manufacture-distribution-retail outlets-customer* dari produsen sampai konsumen sebagai *end-user*.

Kata kunci: aliran, Bantul, ikan, pasar, rantai pasok

Abstract

**SUPPLY CHAIN MANAGEMENT OF FISH AT BANTUL MARKET
BANTUL REGENCY**

Fish consumption in Bantul reaches 30.93 kg/org/capita/year. The total fish demand is estimated at 30,930 tons. Total fisheries production in Bantul in 2021 was 13,870 tons, consisting of 850.73 tons of capture fisheries, 12,853.28 tons of aquaculture, and 166.15 tons of processed fish. Production shortages can be harmonized when knowing the fish supply chain management and the business actors who take part in it. This research was conducted through a case study of fish supply chain management in Bantul Market, to find out the business actors, fish commodities, and flow patterns (fish, finance, and information); fish supply chain management problems, and fish supply chain models. There are 19 business actors in Bantul Market, including traders of fresh sea and fresh fish, processed fish pindang milkfish, smoked catfish, and dried salted fish. Fish suppliers come from within and outside Yogyakarta and are available every day on a continuous basis. The amount of fish supplied in Bantul Market reaches 175-200 kg/day in fresh sea fish, fresh fresh fish reaches 225-250 kg/day, 170-180 bundles/day with one bundle containing 15-20 baskets of pindang fish, 180-190 boxes/day with ± 2 kg/box of milkfish, smoked catfish as much as 80 kg/day, and dried salted fish as much as 35-40 kg/week. Supply chain management problems include poor fish quality, debt and credit, and poor communication. The general supply chain model is the “supplier – manufacture – distribution – retail outlets – customer model” from producers to consumers as end-users.

Keywords: Bantul, fish, flow, market, supply chain