

ABSTRAK

ANALISIS DAN MITIGASI RISIKO RANTAI PASOK IKAN TONGKOL LISONG (*Auxis rochei*) DI KAWASAN PRIGI KABUPATEN TRENGGALEK

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Ikan tongkol lisong (*Auxis rochei*) merupakan komoditas perikanan laut utama dan sangat potensial yang dihasilkan di perairan kawasan Prigi Kabupaten Trenggalek, Jawa Timur. Meski demikian rantai pasok ikan tongkol lisong di kawasan Prigi memiliki beberapa tantangan seperti penurunan jumlah produksi, ketidakpastian permintaan, kenaikan harga BBM, terbatasnya akses solar bersubsidi, pergeseran musim panen akibat perubahan iklim, kerusakan lingkungan, hingga karakteristik produknya yang bersifat musiman dan mudah rusak. Saat ini para pelaku bisnis di kawasan Prigi memerlukan strategi mitigasi yang tepat untuk menangani berbagai risiko yang muncul. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis risiko rantai pasok ikan tongkol lisong di kawasan Prigi sehingga dapat menghasilkan usulan strategi mitigasi yang tepat. Data yang digunakan pada penelitian ini adalah data primer yang didapat melalui observasi, wawancara, dan kuesioner serta data sekunder yang berasal dari Laporan Statistik Tahunan PPN Prigi dan data internal perusahaan. Metode penelitian yang digunakan adalah *House of Risk* (HOR) yang terdiri dari HOR1 dan HOR 2. Hasilnya teridentifikasi 61 kejadian risiko (*risk event*) dan 27 sumber risiko (*risk agent*). Selanjutnya data tersebut dianalisis menggunakan HOR1 dan Pareto. Hasilnya terdapat 14 sumber risiko prioritas yang menyebabkan 75% terjadinya kejadian risiko berdasarkan nilai *Aggregate Risk Potential* (ARP). Analisis HOR 2 menghasilkan 4 usulan strategi mitigasi prioritas berdasarkan keefektifan dan kemudahan implementasi yang dapat dilakukan oleh para pelaku bisnis ikan tongkol lisong di kawasan Prigi yaitu diversifikasi untuk menambah keberagaman produk, diversifikasi pemasok, perbaikan manajemen persediaan, dan optimasi operasional.

Kata kunci: *Aggregate Risk Potential*, *House of Risk*, manajemen risiko, mitigasi risiko, perikanan laut, rantai pasok

ABSTRACT

ANALYSIS AND RISK MITIGATION OF THE SUPPLY CHAIN FOR BULLET TUNA (*Auxis rochei*) IN THE PRIGI AREA, TRENGGALEK REGENCY

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*Bullet tuna (*Auxis rochei*) is a major and highly potential marine fishery commodity produced in the waters of the Prigi area, Trenggalek Regency, East Java. However, the supply chain of bullet tuna in the Prigi area faces several challenges such as declining production volumes, demand uncertainty, rising fuel prices, limited access to subsidized diesel, shifts in harvest seasons due to climate change, environmental degradation, and the seasonal and perishable nature of the product. Currently, business actors in the Prigi area require appropriate mitigation strategies to address various emerging risks. This research aims to identify and analyze the supply chain risks of bullet tuna in the Prigi area, thereby generating appropriate mitigation strategy proposals. The data used in this research are primary data obtained through observation, interviews, and questionnaires, as well as secondary data from the Annual Statistical Report of PPN Prigi and internal company data. The research method used is the House of Risk (HOR) method, which consists of HOR1 and HOR2. The results identified 61 risk events and 27 risk agents. This data was then analyzed using HOR1 and Pareto analysis. The results identified 14 priority risk agents responsible for 75% of the risk events based on the Aggregate Risk Potential (ARP) score. HOR2 analysis produced four priority mitigation strategy proposals based on their effectiveness and ease of implementation, which can be employed by bullet tuna business actors in the Prigi area, namely diversification to increase product variety, supplier diversification, inventory management improvement, and operational optimization.*

Keywords: Aggregate Risk Potential, House of Risk, risk management, risk mitigation, marine fisheries, supply chain.