

## ANALISIS KINERJA RANTAI PASOK KOMODITAS TEH DI KABUPATEN PEKALONGAN JAWA TENGAH

### INTISARI

**ALVINTHA WIDYA PRATIWI**

**20/463665/TP/12943**

Perkebunan teh merupakan salah satu aset perkebunan terbesar di Indonesia yang berperan penting dalam perekonomian. Jawa Tengah menjadi salah satu provinsi penghasil komoditas teh unggulan Indonesia. Dalam pengelolaannya, pasokan teh didapat melalui rangkaian rantai pasok yang meliputi berbagai tier yaitu petani, pengepul, dan industri pengolah teh untuk sampai didapat produk teh kering. Proses rangkaian rantai pasok yang saling berkesinambungan menjadikan tuntutan bagi setiap pelaku rantai pasok tersebut untuk selalu bersinergi untuk dapat mencapai rasa saling menguntungkan satu sama lain dan menghasilkan kinerja pasokan yang baik. Namun, adanya faktor lingkungan berupa perubahan iklim dan minimnya perawatan pemupukan pada tanaman teh menciptakan gejolak kinerja pelaku rantai pasok di setiap tier-nya. Sehingga, dilakukan penelitian mengenai kinerja rantai pasok teh dengan tujuan untuk 1) identifikasi alur rantai pasok teh, 2) mengukur kinerja rantai pasok teh, 3) memberikan usulan rekomendasi strategi. Pada penelitian ini dilakukan identifikasi proses rantai pasok dan penentuan indikator kinerja menggunakan metode Supply Chain Operations Reference (SCOR), serta ditentukan bobot kepentingan pada seluruh pelaku menggunakan metode Analytical Hierarchy Process (AHP). Setelah itu, dilakukan penyusunan usulan strategi pada seluruh pelaku rantai pasok.

Didapatkan 3 aliran rantai pasok teh di Kabupaten Pekalongan yang terdeteksi. Berdasarkan pembobotan pada matrik kinerja, didapatkan pada tier petani dan industri pengolah teh memberikan prioritas pada kriteria kerja *customer*, sedangkan pada tier pengepul memberikan prioritas pada kriteria kinerja *internal*. Pada atribut kinerja, *tier* petani memberikan prioritas pada *responsiveness*, serta tier pengepul dan industri pengolah teh pada *reliability*. Nilai tingkat kinerja yang didapat pada tier petani yaitu 49,88, pada tier pengepul 71,87, dan pada tier industri pengolah teh 57,72. Usulan strategi pengembangan kinerja diberikan kepada *tier* dengan nilai kinerja terendah yang didapat, untuk *tier* petani yaitu pengkajian kembali terhadap pengelolaan keuangan petani, pada pengepul yaitu dilakukan peramalan permintaan dan pasokan, pada industri pengolah teh yaitu dilakukan permintaan pasokan kepada pengepul untuk mengatur jumlah masuknya pucuk.

**Kata Kunci:** Teh, kinerja rantai pasok, *Supply Chain Operations Reference*, *Analytical Hierarchy Process*

## **SUPPLY CHAIN PERFORMANCE ANALYSIS OF TEA COMODITY IN PEKALONGAN REGENCY CENTRAL JAVA**

### **ABSTRACT**

**ALVINTHA WIDYA PRATIWI**

**20/463665/TP/12943**

Tea plantations are one of the largest plantation assets in Indonesia that play an important role in the economy. Central Java is one of the provinces producing superior tea commodities in Indonesia. In its management, tea supplies are obtained through a series of supply chains that include various tiers, namely farmers, collectors, and tea processing industries to obtain dry tea products. The process of a series of supply chains that are mutually continuous requires each actor in the supply chain to always synergize in order to achieve mutual benefit for each other and produce good supply performance. However, environmental factors in the form of climate change and minimal fertilization of tea plants have created fluctuations in the performance of supply chain actors at each tier. Thus, a study was conducted on the performance of the tea supply chain with the aim of 1) identifying the flow of the tea supply chain, 2) measuring the performance of the tea supply chain, 3) providing strategic recommendations. In this study, the identification of the supply chain process and determination of performance indicators was carried out using the Supply Chain Operations Reference (SCOR) method, and the weight of interests was determined for all actors using the Analytical Hierarchy Process (AHP) method. After that, a strategy was formulated for all supply chain actors.

There were 3 detected tea supply chain flows in Pekalongan Regency. Based on the weighting of the performance matrix, it was found that the farmer tier and tea processing industry prioritized customer work criteria, while the collector tier prioritized internal performance criteria. In terms of performance attributes, the farmer tier prioritized responsiveness, and the collector tier and tea processing industry prioritized reliability. The performance level value obtained at the farmer tier was 49,88, at the collector tier 71,87, and at the tea processing industry tier 57,72. The performance development proposal strategy was given based on the lowest weight obtained, for the farmer tier, namely a review of the farmer's financial management, for the collector, namely demand and supply forecasting, for the tea processing industry, namely a supply request was made to the collector to regulate the amount of incoming shoots.

**Keywords:** Tea, supply chain performance, Supply Chain Operations Reference, Analytical Hierarchy Process