



INTISARI

Beras rojolele menjadi tanaman pangan unggulan yang berpotensi dalam sektor pertanian di Kabupaten Klaten. Pengembangan potensi perlu diimbangi dengan pendistribusian yang presisi. Pendistribusian beras rojolele melibatkan beberapa pihak yang membentuk jaringan rantai pasok. Proses produksi hingga distribusi memengaruhi kinerja rantai pasok. Maka dari itu perlu evaluasi sebagai bahan pertimbangan terhadap kinerja rantai pasok guna mengoptimalkan potensi beras rojolele di Kabupaten Klaten. Penelitian ini bertujuan untuk menguraikan kondisi rantai pasok beras rojolele di Kabupaten Klaten, mengkaji kinerja dan efisiensi rantai pasok beras rojolele di Kabupaten Klaten. Data yang digunakan terdiri dari data primer dan sekunder yang didapatkan melalui metode pengumpulan data yaitu observasi, wawancara, dan studi pustaka. Data dianalisis menggunakan metode *Supply Chain Operation Reference (SCOR)* dan *Data Envelopment Analysis (DEA)*. Responden penelitian ini berjumlah 76 jiwa terdiri dari 60 petani, 2 penebas, 10 penggilingan, dan 4 pedagang. Hasil penelitian menunjukkan bahwa terdapat empat pola saluran rantai pasok beras rojolele. Pola pertama dimulai dari petani, penebas, penggilingan, pedagang, dan konsumen akhir, di pola kedua, ketiga dan keempat sama seperti pola pertama namun tanpa melalui penebas. Penebas menjadi pelaku rantai pasok yang memiliki waktu produksi dan pemasaran yang lebih singkat dibanding rantai pasok lain dalam aktivitas mensuplai gabah ke penggilingan (RMU). Sebanyak 41 petani sudah melakukan aktivitas rantai pasok secara efisien, sedangkan 19 petani lainnya menurut asumsi DEA CRS maupun VRS yang inefisien. Selanjutnya, menurut asumsi DEA-CRS dan VRS terdapat 8 pelaku rantai pasok yang efisien dan 8 lainnya inefisien.

Kata Kunci: Beras Rojolele, Kinerja Rantai Pasok, Efisiensi, SCOR, DEA



ABSTRACT

Rojolele rice is a superior food crop that has potential in the agricultural sector in Klaten Regency. Potential development needs to be balanced with precise distribution. The distribution of rojolele rice involves several parties that form a supply chain network. The production to distribution process affects the performance of the supply chain. Therefore, an evaluation is needed as a consideration for the performance of the supply chain in order to optimize the potential of rojolele rice in Klaten Regency. This study aims to describe the condition of the rojolele rice supply chain in Klaten Regency, to examine the performance and efficiency of the rojolele rice supply chain in Klaten Regency. The data used consists of primary and secondary data obtained through data collection methods, namely observation, interviews, and literature studies. Data were analyzed using the Supply Chain Operation Reference (SCOR) and Data Envelopment Analysis (DEA) methods. The respondents in this study were 76 people consisting of 60 farmers, 2 middleman, 10 rice milling units, and 4 sellers. The results showed that there were four patterns of rojolele rice supply chain channels. The first pattern starts from farmers, cutters, millers, traders, and end consumers, in the second, third and fourth patterns are the same as the first pattern but without going through cutters. Cutters become supply chain actors who have shorter production and marketing times compared to other supply chains in the activity of supplying grain to mills (RMU). A total of 41 farmers have carried out supply chain activities efficiently, while 19 other farmers according to the DEA CRS and VRS assumptions are inefficient. Furthermore, according to the DEA-CRS and VRS assumptions, there are 8 efficient supply chain actors and 8 others are inefficient.

Keywords: Rojolele Rice, Supply Chain Performance, Efficiency, SCOR, DEA