

INTISARI

Penelitian ini bertujuan untuk menganalisis implementasi keberlanjutan pada rantai pasok PT Java Agro Spices sebagai perusahaan eksportir vanili Indonesia, serta menjelaskan peran sertifikasi *food safety* dan keberlanjutan khususnya *FSSC 22000*, *Hazard Analysis and Critical Control Point* (HACCP), dan *Fair Trade* dalam mendukung keberlanjutan jangka panjang dan keunggulan bersaing perusahaan. Penelitian ini dilandasi oleh kerangka teoretis *Triple Bottom Line*, *Sustainable Supply Chain Management* (SSCM), dan *Resource-Based View* (RBV).

Penelitian menggunakan pendekatan kualitatif dengan desain studi kasus. Data primer diperoleh melalui wawancara semi-terstruktur dengan manajemen, staf operasional, dan pihak terkait lainnya, serta observasi langsung pada aktivitas produksi dan pengendalian mutu. Data sekunder dikumpulkan melalui studi dokumen perusahaan, laporan audit, dan dokumen sertifikasi. Analisis data dilakukan melalui tahapan transkripsi, *open coding* dan *axial coding* menggunakan Microsoft Excel, kategorisasi tema, serta triangulasi data untuk meningkatkan kredibilitas temuan.

Hasil penelitian menunjukkan bahwa implementasi keberlanjutan di PT Java Agro Spices telah terintegrasi secara *end-to-end* dalam rantai pasok, mulai dari kemitraan dengan petani, proses produksi dan *quality assurance*, hingga hubungan dengan pembeli internasional. Penerapan *FSSC 22000* dan HACCP tidak hanya berfungsi sebagai alat kepatuhan, tetapi telah berkembang menjadi kapabilitas organisasi berbasis sistem dan pembelajaran berkelanjutan. Dalam perspektif SSCM dan RBV, praktik keberlanjutan tersebut berkontribusi terhadap ketahanan rantai pasok, peningkatan kepercayaan pembeli, serta pembentukan keunggulan bersaing berkelanjutan di pasar ekspor vanili.

Kata kunci: implementasi keberlanjutan, rantai pasok berkelanjutan, standar keamanan pangan, keunggulan bersaing, industri ekspor vanili.

ABSTRACT

This study aims to analyze the implementation of sustainability within the supply chain of PT Java Agro Spices, an Indonesian vanilla exporting company, and to examine the role of food safety and sustainability certifications namely FSSC 22000, Hazard Analysis and Critical Control Point (HACCP), and Fair Trade in supporting long-term sustainability and competitive advantage. The study is grounded in the theoretical perspectives of the Triple Bottom Line, Sustainable Supply Chain Management (SSCM), and the Resource-Based View (RBV).

A qualitative case study approach was employed. Primary data were collected through semi-structured interviews with management, operational staff, and relevant stakeholders, as well as direct observations of production and quality control activities. Secondary data were obtained from company documents, audit reports, and certification records. Data analysis was conducted through transcription, open coding and axial coding using Microsoft Excel, thematic categorization, and data triangulation to enhance the credibility of the findings.

The results indicate that sustainability practices at PT Java Agro Spices are implemented in an end-to-end manner across the supply chain, encompassing upstream farmer partnerships, internal production and quality assurance processes, and downstream relationships with international pembeli. The implementation of FSSC 22000 and HACCP goes beyond regulatory compliance and has evolved into system-based organizational capabilities supported by continuous learning. From the perspectives of SSCM and RBV, these sustainability practices enhance supply chain resilience, strengthen pembeli trust, and contribute to the development of sustainable competitive advantage in the global vanilla export market.

Keywords: sustainability implementation, sustainable supply chain, food safety standards, competitive advantage, vanilla export industry.