Penerapan Teori Food Supply Chain Network (FSCN) Pada Rantai Pasok Day Old Chick (DOC) Ayam Broiler
di Provinsi Daerah Istimewa Yogyakarta
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PENERAPAN TEORI *FOOD SUPPLY CHAIN NETWORK* (FSCN) PADA RANTAI PASOK *DAY OLD CHICK* (DOC) AYAM BROILER DI PROVINSI DAERAH ISTIMEWA YOGYAKARTA

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INTISARI

Penelitian ini bertujuan untuk mengidentifikasi struktur rantai pasok, menganalisis proses bisnis, menganalisis manajemen, serta mengidentifikasi sumber daya rantai pasok Day Old Chick (DOC) ayam broiler di Provinsi Daerah Istimewa Yogyakarta dengan pendekatan *Food Supply Chain Network* (FSCN). Penelitian dilaksanakan pada bulan April 2026 di Provinsi Daerah Istimewa Yogyakarta menggunakan metode deskriptif kualitatif. Informan penelitian terdiri atas 2 perusahaan *hatchery*, 2 broker atau pedagang perantara, 1 perusahaan inti kemitraan integrasi, dan 3 perusahaan inti kemitraan non-integrasi yang ditentukan secara *purposive sampling* dan dilanjutkan dengan *snowball sampling*. Data diperoleh melalui observasi, wawancara, dokumentasi, dan studi pustaka, kemudian dianalisis melalui pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan mengacu pada elemen FSCN. Hasil penelitian menunjukkan bahwa struktur rantai pasok DOC ayam broiler di Daerah Istimewa Yogyakarta berbentuk jaringan dengan anggota primer terdiri atas *hatchery*, broker, inti kemitraan integrasi, inti kemitraan non-integrasi, dan peternak sebagai konsumen akhir, sedangkan anggota sekunder terdiri atas vendor ekspedisi dan pemasok non-DOC. Proses bisnis rantai pasok ditandai oleh aliran produk, keuangan, dan informasi yang saling berkaitan, risiko utama berupa ketidakseimbangan pasokan dan permintaan, serta pentingnya kepercayaan dalam hubungan antar pelaku. Manajemen rantai pasok menunjukkan adanya pemilihan mitra, kesepakatan kontraktual, kolaborasi, dan sistem transaksi. Sumber daya rantai pasok meliputi sumber daya fisik, teknologi, manusia, dan modal dengan kapasitas yang berbeda antar pelaku. Disimpulkan bahwa rantai pasok DOC ayam broiler di Daerah Istimewa Yogyakarta telah berjalan melalui jaringan pelaku yang saling terhubung, namun masih menghadapi tantangan dalam koordinasi, ketidakseimbangan pasokan dan permintaan, serta ketergantungan pada pelaku kunci.

Kata kunci: DOC ayam broiler, FSCN, rantai pasok.

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APPLICATION OF *FOOD SUPPLY CHAIN NETWORK* (FSCN) THEORY TO THE SUPPLY CHAIN OF BROILER DAY OLD CHICK (DOC) IN THE SPECIAL REGION OF YOGYAKARTA

ABSTRACT

This study aimed to identify the supply chain structure, analyze business processes, analyze management, and identify supply chain resources of broiler Day Old Chick (DOC) in the Special Region of Yogyakarta using the *Food Supply Chain Network* (FSCN) approach. The study was conducted from April to May 2026 in the Special Region of Yogyakarta using a descriptive qualitative method. The informants consisted of two *hatchery* companies, two brokers or intermediaries, one integrated partnership core company, and three non-integrated partnership core companies selected through purposive sampling followed by snowball sampling. Data were collected through observation, interviews, DOCumentation, and literature review, and then analyzed through data collection, data reduction, data display, and conclusion drawing based on FSCN elements. The results showed that the DOC supply chain structure in the Special Region of Yogyakarta formed a network, with primary members consisting of hatcheries, brokers, integrated partnership cores, non-integrated partnership cores, and farmers as end users, while secondary members consisted of expedition vendors and non-DOC suppliers. The business process was characterized by interconnected product, financial, and information flows, with major risks related to supply-demand imbalance and with trust playing an important role in inter-actor relationships. Supply chain management indicated partner selection, contractual agreements, collaboration, transaction systems, and the influence of government support. Supply chain resources included physical, technological, human, and capital resources with different capacities among actors. It can be concluded that the broiler DOC supply chain in the Special Region of Yogyakarta has operated through an interconnected actor network, but still faces challenges in coordination, supply-demand imbalance, and dependence on key actors.

Keywords**:** Broiler chicken DOC, FSCN, supply chain.