UNIVERSITAS
GADJAH MADA
Manajemen Rantai Pasok Cabai Rawit Kecamatan Dukun di Kabupaten Magelang
Daffa Abyan Dinta Razaan, Prof. Dr. Jamhari, S.P., M.P.; Ir. Any Suryantini, M.M., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Produksi cabai rawit yang melimpah dan kurang pada masa tanam berdampak pada fluktuasi harga menjadi masalah utama dalam rantai pasok. Kinerja operasional dan bisnis setiap aktor rantai pasok adalah bagian dari penerapan *supply chain management* yang perlu diukur untuk menghadapi masalah tersebut. Penelitian ini bertujuan untuk mengetahui aliran rantai pasok, kinerja aktor rantai pasok, dan efisiensi pemasaran pada rantai pasok cabai rawit Kecamatan Dukun di Kabupaten Magelang. Penelitian ini direpresentasikan oleh 30 petani, 5 pengepul, 2 pedagang besar, dan 2 pengecer yang dipilih menggunakan teknik *purposive sampling* dan *snowball sampling*. Metode analisis yang digunakan adalah metode deskriptif untuk menggambarkan aliran rantai pasok, metode *Supply Chain Operations Reference* (SCOR) untuk mengukur kinerja aktor rantai pasok, serta pengukuran efisiensi pemasaran dengan analisis *farmer's share*, margin pemasaran, *monopoly index*, serta *index of marketing efficiency* menggunakan pendekatan Acharya, pendekatan Kohls, dan pendekatan Soekartawi. Hasil penelitian menunjukkan bahwa: (1) aliran rantai pasok berupa aliran barang mengalir dari hulu ke hilir, aliran informasi bersifat dua arah yang mengalir antar-aktor, dan aliran keuangan mengalir dari hilir ke hulu; (2) kinerja aktor rantai pasok yaitu petani dan pengepul tergolong baik, kinerja aktor pedagang besar dan pengecer tergolong sangat baik; serta (3) seluruh pola aliran pemasaran cabai rawit dinyatakan sudah efisien dengan pola aliran 3 menjadi pola aliran paling efisien.

Kata kunci: manajemen rantai pasok, kinerja, SCOR, *farmer's share*, margin pemasaran, *monopoly index*, *index of marketing efficiency*.

UNIVERSITAS
GADJAH MADA

Manajemen Rantai Pasok Cabai Rawit Kecamatan Dukun di Kabupaten Magelang
Daffa Abyan Dinta Razaan, Prof. Dr. Jamhari, S.P., M.P.; Ir. Any Suryantini, M.M., Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

The abundant and insufficient production of cayenne pepper during the planting season has an impact on price fluctuations, becoming a major problem in the supply chain. The operational and business performance of each supply chain actor is part of the implementation of supply chain management that needs to be measured to address this problem. This research aims to determine the supply chain flow, the performance of supply chain actors, and the marketing efficiency of the cayenne pepper supply chain in Dukun District, Magelang Regency. This research was represented by 30 farmers, 5 collectors, 2 wholesalers, and 2 retailers, selected using purposive sampling and snowball sampling techniques. The analytical methods employed were descriptive analysis to illustrate the supply chain flow, the Supply Chain Operations Reference (SCOR) method to measure the performance of supply chain actors, and marketing efficiency measurement through farmer's share analysis, marketing margin, monopoly index, and index of marketing efficiency using the Acharya approach, the Kohls approach, and the Soekartawi approach. The result indicate that: (1) the supply chain flow consist of the flow of goods moving from upstream to downstream, the flow of information moving bidirectionally between actors, and the flow of finance moving from downstream to upstream; (2) the performance of supply chain actors, namely farmers and collectors, was categorized as good, while the performance of wholesalers and retailers was categorized as very good; and (3) all marketing channels of cayenne pepper were were found to be efficient, with marketing channel 3 identified as the most efficient marketing channel.

Keywords*: supply chain management, performance, SCOR, farmer's share, marketing margin, monopoly index, index of marketing efficiency.*