INTISARI

Agustina Bidarti, Dwidjono Hadi Darwanto, Slamet Hartono, Jamhari. **Manajemen Rantai Pasok (Supply Chain Management) Beras Kasus CV Lintas Indo Comodity Mandiri di Sumatera Selatan**.

Sumatera Selatan mencanangkan diri sebagai lumbung pangan nasional, namun tidak semua kabupaten penghasil beras utama. Artinya hanya pada sebagian daerah saja yang xvyst disebut sebagai sentra produksi beras. Kondisi ini menyebabkan Sumatera Selatan memerlukan suatu manajemen pengelolahan beras yang baik, terintroduksi dalam konsep manajemen rantai pasok (*supply chain management*). Penelitian ini bertujuan pertama, mendeskripsikan struktur rantai pasok tahap *supplier network* beras di Sumatera Selatan sehingga didapat pemetaan rantai pasok beras dalam proses pengadaan bahan baku di CV Lintas Indo Comodity Mandiri. Kedua, mengetahui kinerja manajemen rantai pasok tahap *supplier network* beras di Sumatera Selatan sehingga dapat dianalisis peluang perbaikan permasalahan dalam proses pengadaan bahan baku perusahaan tersebut. Ketiga, mengetahui besarnya nilai tambah produk yang dihasilkan dari proses pengolahan beras bermutu pada manajemen rantai pasok beras tahap *integrated enterprise* di CV Lintas Indo Comodity Mandiri. Keempat, mengetahui pelaku rantai pasok yang mempunyai kekuatan pasar tertinggi dalam jaringan rantai pasok beras di Sumatera Selatan. Kelima, membangun model dinamika mekanisme sistem jaringan distribusi (*distributive network*) CV Lintas Indo Comodity Mandiri untuk memenuhi permintaan kebutuhan beras bermutu di Sumatera Selatan.

Penelitian ini merupakan penelitian pendekatan deskriptif analisis dengan kajian kasus di CV Lintas Indo Comodity Mandiri Sumatera Selatan. Lokasi penelitian akan ditentukan secara purposive, yakni di Kabupaten Ogan Komering Ulu Timur (OKUT), Ogan Komering Ilir (OKI) dan Banyuasin, Provinsi Sumatera Selatan. Waktu pengumpulan data akan dilaksanakan selama 8 bulan. Alat analisis yang digunakan SCOR, *Key Performance Indicator* (KPI), *Analytical Hierarchy Process* (AHP), *Objective Matrix* (OMAX), dan *Traffic Light System* (TLS) untuk menganalisis tujuan pertama. Analisis nilai tambah dan indeks monopoli (MPI) dilakukan untuk menjelaskan tujuan kedua dan bangunan subsistem dan simulasi model dinamis dilakukan untuk menjelaskan tujuan ketiga.

Berdasarkan hasil penelitian dan pembahasan pertama, struktur rantai pasok beras tahap *supplier network* di Sumatera Selatan memiliki tiga jaringan. Namun berdasarkan pemetaan rantai pasok beras tahap *supplier network* CV Lintas Indo Comodity Mandiri di Sumatera Selatan belum berjalan efektif karena terlalu panjang. Kedua, kinerja rantai pasok beras tahap *supplier network* berdasarkan analisis SCOR, AHP, OMAX dan TLS dengan nilai total sebesar 7,28 berada dalam kategori kuning mendekati hijau sebagai pencapaian yang baik dan memuaskan. Ketiga, berdasarkan perhitungan nilai tambah produk pada tahap *integrated enterprise* hasil perhitungan menunjukkan rasio di >40, kategori tinggi. Keempat, perhitungan indeks monopoly menunjukkan pelaku tertinggi adalah retailer dengan nilai MPI 6,67. Kelima, berdasarkan model dinamika tahap *distributive network* hasil simulasi model dinamis pada setiap subsistem tersebut telah berjalan baik dan efisien, di mana terdapat tingkat persediaan yang mencukupi dalam memenuhi permintaan kebutuhan beras bermutu.

Kata Kunci: Manajemen rantai pasok, jaringan pemasok, integrasi perusahaan, jaringan distribusi

ABSTRACT

Agustina Bidarti, Dwidjono Hadi Darwanto, Slamet Hartono, Jamhari. ***Rice Supply Chain Management: Case CV Lintas Indo Comodity Mandiri in South Sumatra.***

South Sumatra proclaims itself as a national food barn, but not all districts within the province of South Sumatra are the main rice producers. This condition caused South Sumatra to require a good management of rice availability, introduced in a supply chain management concept. This study aims to archieve four objectives. First, to describe the supply chain structure of rice supply network in South Sumatera so as to obtain rice supply chain mapping in the process of procurement of raw materials in CV Lintas Indo Comodity Mandiri. Secondly, to know the performance of supply chain management at rice supplier network in South Sumatera so that it can be analyzed the possibility of improvement that can be done to improve the existing problems in the process of raw material procurement at the company. Thirdly, to know the value added of the product resulting from the processing of quality rice in the integrated supply chain management of integrated enterprise in CV Lintas Indo Comodity Mandiri. Fourth, to know the perpetrators of the supply chain that has the highest market power in the supply chain network of rice products in South Sumatra. Fifth, build a dynamic model of distribution network system mechanism distributive network CV Lintas Indo Comodity Mandiri in meeting demand for quality rice in South Sumatra.

This research applied a descriptive analytical research with case study at CV Lintas Indo Comodity Mandiri Sumatera Selatan. The location of the research were determined purposively, namely in Ogan Komering Ulu Timur (OKUT) Regency, Ogan Komering Ilir (OKI) and Banyuasin, South Sumatera Province. The data collection will be conducted for 8 months. Method of SCOR, Key Performance Indicator (KPI), Analytical Hierarchy Process (AHP), Objective Matrix (OMAX), and Traffic Light System (TLS) were applied to analyze the first objective. Value-added analysis and the monopoly index (MPI) are performed to explain the second objective while the subsystem and the dynamic model simulation was performed to explain the third objective.

Based on the results and discussion, the supply chain of rice in South Sumatra has three networks. However, based on rice supply chain mapping, the supplier stage of CV Lintas Indo Comodity Mandiri network in South Sumatera has not been effective since it is too long chain of supply. Second, the supply chain performance of suppliers based on SCOR, AHP, OMAX and TLS analysis with total value of 7,28 is in the yellow category close to green as a good and satisfactory achievement. Third, based on the calculation of value added products at the integrated enterprise stage calculation results show the ratio > 40, or in high category. Fourth, the calculation of monopoly index shows the highest actors is retailers with value of MPI 6,67. Fifth, based on distributive network dynamics model, the dynamic model simulation model in each subsystem has been run well and efficiently, where there is sufficient supply level to fulfill the demand of quality rice needs.

Keywords*: Supply chain management, supplier network, integrated enterprise, distributive network*