

STRATEGI PENGEMBANGAN KINERJA RANTAI PASOK BERAS HITAM DI KABUPATEN SLEMAN D.I YOGYAKARTA

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INTISARI

Beras merupakan makanan pokok dengan konsumen terbesar kedua di dunia setelah gandum. Selain beras putih terdapat beras khusus diantaranya adalah beras hitam yang termasuk kedalam pangan fungsional. Berdasarkan observasi yang dilakukan kepada pedagang dan distributor beras hitam di D.I Yogyakarta, permintaan beras hitam dari hari ke hari mengalami kenaikan akan tetapi pasokannya relatif rendah.

Tujuan penelitian ini adalah (1) mengidentifikasi alur rantai pasok, (2) menganalisis kinerja rantai pasok, (3) serta memberikan rekomendasi strategi. Analisis kinerja dilakukan dengan menggunakan metode SCOR (*Supply Chain Operation Reference*). Pembobotan metrik dilakukan dengan AHP (*Analitycal Hierarchy Process*). Penyusunan skala prioritas pengembangan strategi menggunakan metode IPA (*Importance Performance Analysis*).

Terdapat 10 aliran rantai pasok beras hitam di Kabupaten Sleman yang teridentifikasi. Berdasarkan pembobotan kepentingan pada metrik kinerja, pada *tier* petani dan kelompok tani keduanya memprioritaskan kepentingan internal pada atribut *asset management* dengan prioritas metrik *cash to cash cycle time*. *Tier* gapoktan memprioritaskan kepentingan konsumen pada atribut *reliability* dengan prioritas metrik *perfect condition*. *Tier* distributor memberikan bobot yang sama untuk kriteria internal dan konsumen, dengan bobot atribut tertinggi pada *asset management* dengan metrik *cash to cash cycle time*. *Tier* pengecer memprioritaskan kepentingan internal dengan atribut *asset management* pada metrik *cash to cash cycle time*. Prioritas strategi pengembangan kinerja pada *tier* petani dan kelompok tani yaitu peningkatan peran pemerintah daerah dalam hal pemasaran dengan menghubungkan pelaku bisnis dengan petani sehingga motivasi untuk budidaya beras hitam meningkat, serta pada *tier* kelompok tani diperlukan peningkatan peran pemerintah daerah dalam perbaikan infrastruktur produksi kelompok tani agar produksinya lebih efisien. Pada *tier* gapoktan diperlukan penerapan kontrak jangka panjang dengan distributor. Pada *tier* distributor perlu dipertahankan untuk strategi peramalan permintaan untuk menyusun stock pengaman untuk optimasi inventori dan kesepakatan/kemitraan jangka panjang dengan supplier. Pada *tier* pengecer perlu ditingkatkan perhitungan harga pokok penjualan untuk menetapkan margin penjualan terendah.

Kata Kunci : Beras Hitam, Kinerja Rantai Pasok, SCOR, Strategi Pengembangan

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DEVELOPMENT STRATEGY OF SUPPLY CHAIN PERFORMANCE ON BLACK RICE IN SLEMAN, SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

Rice is the staple food for more than half of the world's population beside wheat. Besides white rice there is a special rice, one of them is black rice that include into functional food. According to an observation with trader and distributor of black rice based in Special Region of Yogyakarta, black rice demand increase by time but the supply was relative low.

The research aimed to (1) identify supply chain flow, (2) analyze supply chain performance, (3) provide strategic recommendation. Performance was analyzed by SCOR model (Supply Chain Operation Reference). The AHP (Analytical Hierarchy Process) generated a weight for each evaluation metrics. The compilation of priority scale of development strategy was done by IPA (Importance Performance Analysis).

There were 10 streams of black rice supply chain in Sleman that identified. Based on the weighted of performance metrics, farmers and farmers groups accentuated the internal importance of asset management attributes with cash to cash cycle time as their priority metric. Association of farmer group accentuated on consumers interests on the reliability attribute with perfect condition metric. The distributors give equal weight to internal and consumer criteria, with the highest attribute weight on asset management with priority of cash to cash cycle time metric. The retailer accentuated internal interest with asset management attribute with cash to cash cycle time as their priority metric. The priority development strategy for farmers and farmer group is improvement of local government role in marketing by connecting business actors with farmers to motivate them to increase black rice production, and local government need to improve production infrastructure for farmer groups to make production of black rice more efficient. Association of farmer group required the implementation of long-term contracts with distributors. At distributors need to be maintained for demand forecasting strategies to compile safety stock for inventory optimization and build a long-term partnership with suppliers. At the retailers need to increase the cost of good sold to determine the lowest sales margin.

Keywords : Black Rice, Supply Chain Performance, SCOR, Development Strategy

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