

**ANALISIS NILAI TAMBAH DAN RISIKO RANTAI PASOK
KOMODITAS CABAI MERAH KERITING (*Capsicum annum L.*)
DI KABUPATEN CIANJUR, JAWA BARAT**

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ABSTRAK

Cabai merupakan salah satu jenis hortikultura dengan tingkat konsumsi dan produksi yang cukup tinggi serta diprediksi akan terus mengalami peningkatan. Permasalahan yang terjadi pada komoditas cabai yaitu belum terwujudnya kualitas, kesinambungan pasokan, dan kuantitas yang sesuai dengan permintaan pasar. Kesinambungan pasokan merupakan harapan dalam rantai pasok untuk menciptakan pasokan cabai yang kontinu sehingga dapat menjawab permintaan pasar.

Tujuan pada penelitian ini yaitu menganalisis pertambahan nilai dan risiko rantai pasok cabai merah keriting, serta memberikan rekomendasi strategi pada setiap *tier* yang mengacu pada hasil analisis nilai tambah dan risiko. Metode hayami untuk menghitung pertambahan nilai berdasarkan faktor produksi yang digunakan oleh setiap *tier*. Sedangkan analisis risiko dilakukan dengan integrasi dua metode yaitu *analytic network process* dengan *weighted failure mode effect analysis*.

Dari hasil identifikasi terdapat 4 pola distribusi dengan 6 *tier* yang terlibat pada rantai pasok cabai merah keriting di Kabupaten Cianjur Jawa Barat, yaitu petani, pengepul, pedagang besar, pedagang kecil, retail modern, dan konsumen. Besar nilai tambah pada *tier* petani Rp16.066,15; pengepul Rp1.622; pedagang besar Rp2.586,97; dan pedagang kecil Rp2.312. Hasil identifikasi risiko berdasarkan nilai *weighted risk priority number* pada *tier* petani yaitu risiko gangguan kerusakan akibat hama/penyakit tanaman, pada *tier* pengepul yaitu risiko komoditas mengalami kerusakan/penurunan kualitas, pada *tier* pedagang besar yaitu risiko kerusakan akibat penyimpanan, dan pada *tier* pedagang kecil yaitu risiko komoditas mengalami kerusakan/penurunan kualitas. Perbaikan rantai pasok pada setiap *tier* disusun berdasarkan strategi *efficient supply chain* yang dengan tujuan untuk mengurangi efek risiko dan peningkatan efisiensi usaha.

Kata kunci : *cabai, nilai tambah, rantai pasok, risiko*

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ANALYSIS OF VALUE ADDED AND SUPPLY CHAIN RISK ON CURLY RED CHILI (*Capsicum annum* L.) COMMODITIES IN CIANJUR, WEST JAVA

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ABSTRACT

Chili is one of the commodities in horticulture sector with a high rate of consumption and production that predictably will increase continuously. Problems existing about chili commodities vary from problems regarding quality, continuity of supply, and the discrepancy between the available quantity and the market demand. Continuity of chili supply in supply chain is expected to maintain a stable, continuous supply of chili that aims to meet market demand.

The objective of this research was to analyze the value added and the supply chain risk on curly red chili. It was also objected to give strategic supply recommendations to bring improvement on each tier based on the identification result of value added and supply chain risk. Hayami method was used to measure the value added based on production factors used on each tier. Meanwhile, the supply chain risk analysis was used by integrating two methods which are the analytic network process and weighted failure mode effect analysis.

It was found that there were four distribution schemes with six tiers involved on curly red chili supply chain in Cianjur, West Java. Six tiers that were involved on chili supply chain are farmers, collectors, wholesalers, small traders, modern retailers, and consumers. The result shows that value added on farmers is Rp16.066,15; collectors Rp1.622; wholesalers Rp2.586,97; and small traders Rp2.312. Risk analysis result that was based on the highest value of weighted risk priority number in tier of farmers showed that the chili was at risk of damage caused by pests/diseases during plantation. In the tier of collectors, there were risks of commodity damage/degradation of quality. In the tier of wholesalers, there were risks of damage due to storage. In the tier of small traders, there were risks of commodity damage / degradation of quality. Improvement in supply chain on each tier was arranged based on efficient supply chain strategies aimed at reducing risk effects and improving business efficiency.

Keywords: chili, risk, supply chain, value added

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