

## Intisari

Penyediaan ikan di Daerah Istimewa Yogyakarta (DIY) ditujukan untuk memenuhi permintaan yang terus meningkat. Penyediaan ikan dilakukan melalui beberapa institusi seperti pasar modern, tradisional, dan Unit Pengolah Ikan (UPI). Pola penyediaan ikan dapat digambarkan melalui kajian rantai pasok ikan. Penelitian ini dilakukan di Pasar Beringharjo Kota Yogyakarta. Penelitian ini bertujuan untuk mengetahui profil dan pelaku usaha/bisnis ikan yang terlibat, mengidentifikasi aliran informasi, barang, dan finansial dalam rantai pasok ikan; permasalahan pokok dalam pengelolaan rantai pasok ikan; serta mengetahui model rantai pasok ikan di Pasar Beringharjo. Metode penelitian ini adalah survei yang dilakukan terhadap seluruh responden (sensus) pelaku usaha ikan di Pasar Beringharjo. Pengumpulan data dengan wawancara terstruktur dan observasi. Hasil penelitian menunjukkan komoditas ikan di Pasar Beringharjo terdiri dari ikan segar yang meliputi ikan segar laut dan tawar serta ikan olahan yang terdiri dari ikan asin dan bandeng presto. Ikan segar di Pasar Beringharjo 86 % dari luar daerah dan 14 % lokal DIY. Ikan air tawar 90% dari luar daerah, dan 10 % dari lokal DIY. Ikan asin 100% dari luar daerah. Bahan baku ikan bandeng 100% dari luar daerah. Metode pembayaran yang digunakan fleksibel dengan menggunakan nota serta kepercayaan. Hubungan antara pedagang dengan pemasok sudah terjalin lebih dari 5 tahun. Permasalahan yang dihadapi tiap kelompok ikan beragam, diantaranya suplai ikan tidak kontinyu (untuk ikan segar) dan mutu ikan kurang baik (untuk ikan asin). Model rantai pasok ikan segar di Pasar Beringharjo terdiri dari 3 langkah yakni pemasok, pedagang, dan konsumen akhir. Model rantai pasok ikan olahan terdiri dari 4 langkah yakni pemasok, pedagang besar, pedagang kecil, dan konsumen akhir, sedangkan ikan bandeng terdiri dari pemasok, Unit Pengolah Ikan, pedagang, dan konsumen akhir.

Kata kunci :DIY, rantai pasok, penyediaan ikan, pasar beringharjo.

## Abstract

Fish supply in the Yogyakarta Special Region (DIY) is meant to fulfill the rising demand of fish in the region. The fish is supplied through some institutions such as modern market, traditional market, and Fish Processor Unit (UPI). The pattern of supply can be drawn through a study of fish supply chain. This research was conducted in Beringharjo market of Yogyakarta City. This research aimed at revealing the profile of the fish businessperson involved, identifying the flow of information, commodity, and financial; identifying main problem in fish supply chain management and formulate the model of fish supply chain in Beringharjo market. The study used descriptive method by conducting survey to all respondents (census) who conducted and own of fish business in Beringharjo market. The data was gathered through a systematic interview by using questionnaire and observation. The result showed fish commodity in Beringharjo market consisted of marine fish, freshwater and processed fish, such as salted fish and milkfish *presto*. Fresh fish was 86% supplied from outside Yogyakarta and 14% supplied by local fish in Beringharjo market. The percentage of freshwater fish was 90% from outside Yogyakarta and 10% was from local area within DIY. Salted fish was 100% from outside Yogyakarta and supply of milkfish was 100% from outside Yogyakarta. The payment method used flexible method, between of manual receipt and based on trust. The good relationship between the traders and the suppliers have occurred for more than five years. The problems in managing supply chain in the study site were unsustainable supply of fish (particularly for fresh fish) and the low fish quality (for salted fish). The supply chain model for fresh fish involved three stages, which are the suppliers, the sellers, and the customers. The supply chain model for processed fish involved four stages, including the suppliers, wholesalers, retailers, and consumers; while the supply chain model for the milkfish consisted of the suppliers, UPI, wholesalers, and the consumers.

Keywords: DIY, supply chain, fish supply, Beringharjo market