

## Model Jaringan Sosial Pada Rantai Distribusi Daging Ayam Broiler di Kabupaten Sleman (Studi Kasus Pada Rumah Makan *Fried Chicken*)

Finestro Alqodri  
13/346188/PT/06426

### INTISARI

Penelitian ini bertujuan untuk mengetahui model jaringan sosial antara *supplier* dan *outlet* yang dibentuk oleh interaksi sosial dalam saluran distribusi. Penelitian dilakukan pada bulan Juli sampai dengan bulan Agustus 2018 melibatkan 25 informan yang terdiri dari 10 informan *outlet* rumah makan *fried chicken* dan 15 informan *supplier* daging ayam broiler. Metode pengumpulan data yang dipergunakan dalam penelitian ini adalah wawancara. Informan ditentukan dengan teknik *purposive*. Kriteria yang ditentukan dalam pemilihan informan yaitu: *supplier* daging ayam broiler dan *outlet fried chicken* sudah berdiri lebih dari 1 tahun, *supplier* daging ayam broiler sudah mendistribusikan daging ayam lebih dari dua *outlet*, dan *outlet* memiliki jumlah lebih dari satu cabang. Analisis data dilakukan secara deskriptif kualitatif. Hasil penelitian menunjukkan bahwa jaringan interaksi sosial antara *supplier* dengan *outlet* membentuk jaringan sosial yang dapat dikategorikan dalam jaringan *interest* (jaringan kepentingan) dimana jaringan *interest* yang terbentuk didasarkan pada keterikatan antara *supplier* dengan *outlet* dengan tujuan agar kepentingannya dapat terpenuhi satu sama lain guna tercapainya kebutuhan mereka. Pada jaringan distribusi daging ayam broiler, dominasi jaringan kepentingan *supplier* dalam kerjasama kegiatan distribusi daging ayam broiler, negosiasi harga serta kontrol kualitas terjaga, sedangkan *outlet* berkepentingan agar bahan baku yang dibutuhkan terpenuhi sehingga terjalin hubungan sosial antar pelaku usaha. Pencapaian tujuan antara kedua belah pihak dalam rantai nilai daging ayam broiler (*broiler meat value chain*) menimbulkan kesamaan sehingga mendorong integrasi yang membentuk keserasian dalam fungsinya.

Kata kunci : Jaringan sosial, rantai distribusi, rantai nilai daging ayam broiler, *supplier* daging ayam broiler, *outlet fried chicken*

**Social Network Models in the Distribution Chain  
Broiler Chicken Meat in Sleman Regency  
(Case Study at Fried Chicken Restaurant)**

Finestro Alqodri

13/346188 /PT /06426

**ABSTRACT**

This study aims to determine the social network model between suppliers and outlets formed by social interaction in the distribution channel. The study was conducted in July to August 2018 involving 25 informants consisting of 10 informants at the outlet of restaurant fried chicken and 15 informants of broiler chicken meat suppliers. Data collection methods used in this study are interviews. Informants are determined by purposive technique. The criteria determined in the selection of informants are: broiler chicken meat suppliers and fried chicken outlets have been established for more than 1 year, broiler chicken meat suppliers have distributed chicken meat more than two outlets, and outlets have more than one branch. Data analysis was carried out in a qualitative descriptive manner. The results showed that the social interaction network between suppliers and outlets formed a social network that could be categorized in a network of interest where the network of interest formed was based on the attachment between suppliers and outlets with the aim that their interests could be fulfilled with each other in order to achieve their needs. In broiler meat distribution network, the dominance of the supplier's interest network in cooperation with broiler meat distribution activities, price negotiations and quality control are maintained, while outlets have an interest so that the required raw materials are fulfilled so that social relations between business actors are established. Achievement of goals between the two parties in the broiler meat value chain results in similarities, thus encouraging integration that forms harmony in its functions.

**Keywords:** Broiler chicken meat supplier, broiler chicken meat value chain, distribution chain, social network, outlet fried chicken