

**ANALISIS KINERJA RANTAI PASOK BAWANG MERAH (*Allium ascalonicum L.*) DI KABUPATEN BANTUL, DAERAH ISTIMEWA YOGYAKARTA**

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**ABSTRAK**

Bawang merah adalah salah satu sayuran memiliki kontribusi produksi terbesar terhadap total produksi sayuran di Indonesia. Bawang merah merupakan produk pertanian yang mudah rusak maka dalam pengemasan, dan pendistribusian perlu perlakuan khusus karena akan mempengaruhi mutu produk, namun sistem distribusi yang dilakukan umumnya cukup panjang. Selain itu, peran koperasi dalam proses pemasaran bawang merah belum berjalan secara optimal. Oleh sebab itu, peningkatan kinerja rantai pasok bawang merah menjadi sangat diperlukan agar kebutuhan pelanggan dan keuntungan pelaku usaha dapat tercapai. Tujuan penelitian ini yaitu mengidentifikasi mekanisme alur rantai pasok, mengukur dan menganalisis kinerja rantai pasok, serta merekomendasikan strategi untuk meningkatkan kinerja rantai pasok bawang merah di Kabupaten Bantul.

Penelitian ini diawali dengan identifikasi sistem dan pelaku rantai pasok bawang merah. Kemudian penentuan atribut kriteria pengukuran kinerja rantai pasok. Setelah itu dilakukan pengukuran kinerja rantai pasok level 1 hingga level 3 dengan menggunakan SCOR model versi 11.0. Kemudian direkomendasikan strategi untuk meningkatkan kinerja rantai pasok bawang merah.

Rantai pasok bawang merah di Kabupaten Bantul terdiri dari aliran barang, aliran informasi, dan aliran uang. Hasil pengukuran metrik *perfect order fulfillment* 90%, metrik *order fulfillment cycle time* 70 hari, metrik *upside supply chain flexibility* 3 hari terdiri dari *flexibility source* 1 hari, *flexibility make* 1 hari, dan *flexibility deliver* 1 hari, metrik *upside supply chain adaptability* 26.36 kg terdiri dari *adaptability source* 1.77 kg, *adaptability make* 14.03 kg, dan *adaptability deliver* 10.56 kg, metrik *downside supply chain adaptability* 0, metrik *Supply chain management cost* 100% terdiri dari *cost source* 31%, *cost make* 54%, dan *cost deliver* 15%, metrik *cash-to-cash cycle time* 73 hari, metrik *return on supply chain fixed assets* dan metrik *return on working capital* 0.0312. Proses *deliver* memiliki kinerja yang lebih rendah dibandingkan dengan proses yang lain. Strategi yang dilakukan untuk meningkatkan kinerja rantai pasok bawang merah di Kabupaten Bantul adalah dengan menerapkan *push based supply chain*, hubungan kemitraan, dan kompetisi di kualitas.

Kata Kunci : bawang merah, rantai pasok, kinerja, SCOR

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**SUPPLY CHAIN PERFORMANCE ANALYSIS OF SHALLOT (*Allium ascalonicum L.*) IN THE DISTRICT OF BANTUL, YOGYAKARTA SPECIAL REGION**

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**ABSTRACT**

Shallot is one of the vegetables that has the largest contribution to production of total vegetable production in Indonesia. Shallot are a perishable agricultural product in the packaging, and distribution needs special treatment because it will affect the quality of the product, but the distribution system carried out is generally quite long. In addition, the role of cooperatives in the district has not been shallot optimally. Therefore, improving the performance of the shallot supply chain is very necessary so that customer needs and the profits of business actors can be achieved. The purpose of this study is to identify supply chain flow mechanisms, measure and analyze supply chain performance, and recommend strategies to improve the shallot supply chain staff in Bantul Regency.

This research begins with the identification of the system and the shallot supply chain actors. Then determining the attributes of the supply chain performance measurement criteria. After that, measurement of supply chain performance level 1 to level 3 using SCOR model version 11.0. Then a strategy is recommended to improve the performance of the shallot supply chain.

The shallot supply chain in Bantul Regency consists of goods flow, information flow, and cash flow. The measurement result metric perfect order fulfillment 90%, metric order fulfillment cycle time 70 days, metric upside supply chain flexibility 3 days consists of flexibility source 1 days, flexibility make 1 days, and flexibility deliver 1 days, metric upside supply chain adaptability 26.36 kg consists of adaptability source 1.77 kg, adaptability make 14.03 kg, and adaptability deliver 10.56 kg, metric downside supply chain adaptability 0, metric Supply chain management cost 100% consists of cost source 31%, cost make 54%, and cost deliver 15%, metric cash-to-cash cycle time 73 days, metric return on supply chain fixed assets and metric return on working capital 0.0312. The deliver process has a lower performance compared to other processes. The strategy carried out to improve the performance of the shallot supply chain in Bantul Regency is to implement a push-based supply chain, partnership relations, and competition in quality.

Keywords: shallot, supply chain, performance, SCOR

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