



Abstrak

Daerah Istimewa Yogyakarta (DIY), walaupun memiliki rata-rata konsumsi ikan yang masih rendah secara nasional, menempati posisi pertama dalam pertumbuhan konsumsi ikan tingkat provinsi di Indonesia. Pertumbuhan konsumsi yang terus meningkat menuntut persediaan dan distribusi ikan secara baik dan pengelolaan rantai pasok ikan berperan penting untuk menjamin sistem persediaan ikan di DIY. Persediaan ikan di DIY dapat diperoleh melalui beberapa sumber seperti pasar tradisional, pasar modern, dan unit pengolah ikan. Penelitian ini dilakukan melalui studi kasus pengelolaan rantai pasok ikan di Pasar Kranggan Kota Yogyakarta, dengan tujuan untuk mengetahui keragaman komoditas ikan, persediaan, dan pola aliran (ikan, finansial, dan informasi); mengidentifikasi permasalahan dalam pengelolaan rantai pasok ikan, dan menyusun model rantai pasok ikan di pasar tradisional. Hasil penelitian menunjukkan komoditas ikan di Pasar Kranggan terdiri dari ikan segar laut, ikan segar air tawar, serta ikan olahan terutama bandeng presto, ikan pindang, dan ikan asin. Ikan segar laut 100% berasal dari luar DIY, ikan segar air tawar 86% dari luar dan 14% dari dalam DIY. Ikan asin dan pindang berasal dari luar DIY, sedangkan bahan baku bandeng presto seluruhnya berasal dari luar DIY, walaupun diproduksi oleh unit pengolahan ikan di DIY. Persediaan ikan segar laut mencapai kurang lebih 2 ton/hari, ikan segar air tawar kurang-lebih 1,7 ton/hari, bandeng presto 230 kotak/2-3 hari, ikan pindang 300-320 paket/hari, dan ikan asin 390-440 kg/minggu. Metode transaksi antar *supplier* dan pedagang adalah tunai dan menggunakan nota dengan jangka waktu pembayaran fleksibel karena sistem relasi yang terbentuk kuat antar keduanya. Informasi mengenai sumber ikan didapatkan pedagang dari kerabat, keluarga, inisiatif sendiri, dan pedagang lain dengan pemesanan secara langsung atau komunikasi melalui SMS, telepon, dan *Whatsapp*. Model rantai pasok ikan segar laut terdiri dari 5 langkah yakni nelayan, TPI, *supplier*, pedagang, dan konsumen akhir sedangkan ikan segar air tawar 4 langkah yakni pembudidaya, *supplier*, pedagang, dan konsumen akhir. Model rantai pasok ikan asin terdiri dari 5 sampai 6 langkah yakni nelayan, pengolah, *supplier* melalui agen atau tanpa melalui agen, pedagang, dan konsumen akhir. Model rantai pasok ikan bandeng dan ikan pindang terdiri dari 5 langkah yakni nelayan/pembudidaya, *supplier*, Unit Pengolah Ikan, pedagang, dan konsumen akhir. Permasalahan tiap komoditas ikan beragam diantaranya kontinuitas ketersediaan ikan terutama ikan segar dan mutu ikan yang tidak baik termasuk pada beberapa ikan olahan. Tingginya volume ikan dari luar daerah yang masuk ke DIY, khususnya melalui pasar tradisional perlu dikelola dengan baik oleh pemerintah daerah untuk menjamin ketersediaan, kualitas dan harga yang terjangkau.

Kata kunci: rantai pasok, ikan, Kranggan, pasar tradisional, DIY



Abstract

Yogyakarta Special Province (DIY) although have a low rate of fish consumption in Indonesia, but in top table for fish consumption growth among other provinces. The increasing growth consumption demanding a good fish supply and distribution, so supply chain model become a key factor to secure fish stock in DIY. Fish supply in DIY usually obtained at many place like traditional market, modern market, and fish processing unit. This research was done by case study of supply chain system at Kranggan Market, Yogyakarta. The study aims to understand the variation in commodities, stock and fish commodity, financial, and information; to identify all issues that usually happened in fish supply chain, and to make a supply chain model of fish at traditional market like Kranggan. The study shows that the commodity at Kranggan market are marine fish, freshwater fish, and processed fish products such as milkfish (*bandeng presto*), salted fish (*pindang*), and dried fish. Fresh marine fish (100%) and freshwater fish (86%) is imported from other provinces. Dried fishes were also imported, while *bandeng presto* only for raw materials were imported but processed in Yogyakarta. *Pindang* was also imported for raw materials and processing. Fresh marine fish at Kranggan Market is stocked for ± 2 ton/day, $\pm 1,7$ ton/day for freshwater fish, 230 box/2-3 days for *bandeng presto*, 300-320 pack/day for *pindang*, and 390-440 kg/week for dried fish. For financial at this market, the trader usually using cash and debt with term of payment is flexible because they already have strong relation and trust each other. The information about fish source was obtained from family, relatives, self initiative, and other traders with order directly or contact through SMS, Phone Calling, and *Whatsapp*. Supply chain model for marine fish consists of 5 steps: fishers, fish auction, supplier, trader, and final consumer. For freshwater is 4 steps: fish farmers, supplier, trader, and final consumer. For dried fish is 5 to 6 steps: fishers, dried/salted fish processor, supplier with/without mediator, trader, and final consumer. Then, for *bandeng presto* and *pindang* consist 5 steps: fishers or fish farmers, supplier, fish processing unit, trader, and final consumer. The issues for each fish commodities were diverse, but mainly the issue on continuity of freshwater and marine fish supply and the quality of fish product including in fish processing. The high rate of fish imports from outside DIY, especially through traditional market is need to manage by government to secure the availability, quality and achievable price.

Keywords: supply chain, fish, Kranggan, traditional market, DIY