

Intisari

Kebutuhan ikan di Daerah Istimewa Yogyakarta (DIY) terus mengalami peningkatan seiring dengan meningkatnya pertumbuhan konsumsi ikan masyarakat DIY. Kebutuhan ikan tersebut dipenuhi dengan mendatangkan ikan dari luar DIY. Bandeng merupakan salah satu komoditas yang diminati masyarakat, namun ikan ini memiliki duri yang banyak sehingga diperlukan unit pengolahan ikan (UPI) untuk mengolahnya menjadi produk yang siap saji atau dikonsumsi. Penelitian ini bertujuan untuk mengetahui pelaku yang terlibat dalam rantai pasok ikan bandeng di UPI DIY; mengetahui aliran barang, aliran finansial, dan aliran informasi pada unit pengolahan ikan bandeng di DIY; menyusun model rantai pasok pada UPI bandeng di DIY, dan mengidentifikasi permasalahan yang dihadapi oleh UPI bandeng di DIY. Penelitian dilakukan dengan metode studi kasus pada UPI bandeng DIY. Hasil penelitian menunjukkan bahwa bahan baku bandeng yang diolah UPI DIY seluruhnya (100%) berasal dari luar DIY. Produk bandeng yang dihasilkan UPI yaitu bandeng presto, otak-otak bandeng, bakso bandeng, dan tulang bandeng krispi. Metode pembayaran bahan baku ke pemasok atau konsumen kepada UPI dilakukan dengan tunai maupun transfer dengan menggunakan nota dengan jangka waktu berdasarkan kesepakatan antar pelaku. Informasi mengenai asal bahan baku didapatkan dari pengalaman, keluarga, maupun kerabat dengan memesan secara langsung atau melalui alat komunikasi. Model rantai pasok pada UPI bandeng di DIY terdiri dari 4 model, yaitu model pertama terdiri dari 4 langkah, model kedua terdiri dari 5 langkah, model ketiga terdiri dari 5 langkah, dan model keempat terdiri dari 6 langkah. Pelaku rantai pasok yaitu pembudidaya di luar DIY, pengumpul di luar DIY, pemasok, UPI, *reseller*, dan konsumen akhir. Permasalahan yang dihadapi oleh UPI bandeng di DIY yaitu jarak sumber bahan baku (pemasok) dengan UPI yang jauh, sehingga menimbulkan masalah penurunan kualitas bahan baku.

Kata kunci: bandeng, DIY, konsumsi, rantai pasok, UPI

Abstract

Fish products demand in the Special Region of Yogyakarta (DIY) continue to increase along with the increasing growth of fish consumption in the DIY community. The fish needs are met by bringing fish from outside DIY. Milkfish is one of the commodities that are in demand by the community, but this fish has a lot of spines so that its needed a fish processing unit (UPI) to process it into ready-to-eat or consumed products. This study aims to find out the actors involved in the milkfish supply chain in UPI DIY; knowing the flow of goods, financial and information at the milkfish processing unit in DIY; arrange supply chain models on milkfish UPI in DIY, and identify problems faced by UPI milkfish in DIY. The study was conducted with a case study method on DIY milkfish UPI. The results showed that the raw milkfish processed by UPI DIY entirely (100%) came from outside DIY. Milkfish products produced by UPI are presto milkfish, fishcake, meatballs, and crispy bone. The payment method of raw materials to suppliers or consumers to UPI is carried out in cash and transfers by using notes with a period of time-based on agreements between actors. Information about the sources of raw materials are obtained from experience, family, and relatives by ordering directly or through communication devices. The supply chain model in UPI milkfish in DIY consisted of 4 models, namely the first model consisted of 4 steps, the second model consisted of 5 steps, the third model consisted of 5 steps, and the fourth model consisted of 6 steps. Supply chain actors are farmers outside DIY, collectors outside DIY, suppliers, UPI, resellers, and consumers. The problems faced by UPI milkfish in DIY are the distance between raw material sources (suppliers) and distant UPI, which raises the problem of decreasing the quality of raw materials.

Keywords: consumption, DIY, milkfish, supply chain, UPI