



Supply Chain Management Bunga Krisan Di Bandungan, Kabupaten Semarang

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Intisari

Bunga krisan merupakan salah satu bunga potong yang memiliki nilai ekonomi tinggi. Permintaan bunga krisan meningkat dari tahun ke tahun sehingga dibutuhkan perhatian khusus agar kualitas dan ketersediaan bunga krisan tetap terjaga. Bandungan sebagai salah satu sentra penghasil bunga krisan di Indonesia memiliki beberapa permasalahan dalam rantai pasok bunga krisan, seperti: 1) perbedaan harga jual berdasarkan waktu membeli, 2) perbedaan harga jual pada hari tertentu dan 3) rantai pasok yang masih panjang. Penelitian ini bertujuan untuk 1) menganalisis aliran barang, aliran uang dan aliran informasi *supply chain management* bunga krisan serta 2) mengukur kinerja *supply chain management* bunga krisan di Bandungan menggunakan alat analisis SCOR yang terdiri dari lima atribut kinerja, yaitu: 1) *supply chain reliability*, 2) *supply chain responsiveness*, 3) *supply chain agility*, 4) *supply chain cost* dan 5) *supply chain asset management*. Metode yang digunakan deskriptif dengan pendekatan kuantitatif. Responden dari penelitian ini berjumlah 30 orang. Hasil penelitian menunjukkan pelaku rantai pasok bunga krisan terdiri dari: petani, pedagang pengepul, florist dan konsumen dan terlibat dalam aliran bunga, aliran uang serta aliran informasi. Aliran informasi mengenai jumlah, *grade*, bentuk, jenis dan warna bunga krisan yang dialirkan bersifat simetris (sama) tetapi aliran informasi mengenai harga bersifat asimetris. Hasil kinerja *supply chain reliability*, *supply chain responsiveness* dan *supply chain agility* dalam kategori baik sedangkan kinerja *supply chain cost* dan *supply chain asset management* dalam kategori cukup baik. Kinerja *supply chain management* bunga krisan di Bandungan akan semakin baik jika semua pelaku rantai pasok memperhatikan setiap indikator kinerja yang dilakukan. Hasil penelitian ini diharapkan mampu menjadi rujukan dalam pembuatan strategi pengembangan dan peningkatan usaha bunga krisan di Bandungan.

Kata kunci: kinerja, krisan, *supply chain management*



Chrysanthemum Supply Chain Management in Bandungan, Semarang Regency

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Abstract

Chrysanthemum is one of flowers which has a relatively high economic value. The demand for chrysanthemum increases every year so the concern about chrysanthemum is needed to keep quality and availability are maintained. Bandungan as one of the chrysanthemum producer centlar in Indonesia has some barriers in supplying chain, such as: 1) The difference of selling price based on purchasing time, 2) The difference of selling price in certain days and 3) The long supply chain. This research aims to 1) analyze the chrysanthemum flow, cash flow and information flow of chrysanthemum supply chain management and 2) measure the performance of chrysanthemum supply chain management in Bandungan by using SCOR analysis which has five performance attributes, namely: 1) supply chain reliability, 2) supply chain responsiveness, 3) supply chain agility, 4) supply chain cost and 5) supply chain asset management. The methode that used is descriptive with a quantitative approach. Respondents of this study are 30 people. The result of this study shows the actors of chrysanthemum supply chain consist of: farmers, traders, florists and consumers who involved in the chrysanthemum flow, cash flow and information flow. Information of quantity, grade, shape, type and colors are symmetrical but information of price is asymmetrical. The performace of supply chain reliability, supply chain responsiveness and supply chain agility are categorized as satisfied while the performance of supply chain cost and supply chain asset management are categorized moderately. The performance of chrysanthemum supply chain management in Bandungan will be better if all the actors in supply chain notice every performance that they do. The result of this research is expected to be a reference in making the development and improvement strategy of the chrysanthemum business in Bandungan.

Keywords: chrysanthemum, performance, supply chain management