

ABSTRAK

Salah satu sayuran dengan produksi terbesar di Indonesia adalah kubis. Pada tahun 2017, kubis menempati urutan kedua dengan produksi sebesar 1.442.624 ton. Produksi kubis terbesar tersebut berada di Provinsi Jawa Tengah sebesar 1,2 juta ton atau sebesar 83,16% yang sebagian besar berada di Kabupaten Magelang dengan produksi mencapai 724.611 kuintal. Sifat kubis yang mudah rusak, umur simpan yang pendek, dan mengambil banyak tempat membuat penanganan kubis harus diperhatikan. Tujuan penelitian ini adalah (1) identifikasi alur rantai pasok kubis, (2) menentukan bobot metrik kinerja rantai pasok kubis, (3) mengukur kinerja rantai pasok kubis, dan (4) menyusun strategi rantai pasok kubis. Penelitian ini diawali dengan identifikasi proses rantai pasok menggunakan metode *Supply Chain Operations Reference* (SCOR). Kemudian ditentukan bobot kepentingan pada seluruh pelaku menggunakan metode *Analytical Hierarchy Process* (AHP). Selanjutnya dilakukan perhitungan kinerja sesuai metrik pada metode SCOR. Setelah diperoleh nilai kinerja, dilakukan penyusunan strategi pada seluruh pelaku rantai pasok. Terdapat empat aliran rantai pasok kubis di Kabupaten Magelang. Berdasarkan bobot kepentingan metrik kinerja, petani memprioritaskan kepentingan internal pada atribut *responsiveness* dan metrik *return on supply chain fixed assets*. Pengepul sama-sama memprioritaskan kepentingan internal dan konsumen pada atribut *reliability* dan metrik *cash to cash cycle time*. Pedagang memprioritaskan kepentingan konsumen pada atribut *agility* dan metrik *return on supply chain fixed assets*. Pengecer memprioritaskan kepentingan konsumen pada atribut *agility* dan metrik *cash to cash cycle time*. Strategi yang dapat diterapkan sebagai upaya meningkatkan kinerja rantai pasok kubis adalah dengan menerapkan strategi efisiensi pada seluruh pelaku.

Kata kunci: AHP, kinerja, kubis, rantai pasok, SCOR, strategi.

ABSTRACT

Cabbage is one of the biggest production of vegetables in Indonesia. In 2017, cabbage is on the second rank with 1.442.624 tons of production. The biggest cabbage production is located in Central Java with 1,2 million tons or 83,16% of production which mostly located in Magelang Regency with 724.611 quintals of production. Cabbage's character that is perishable, bulky, and voluminous makes cabbage handling must be concerned. This research is aimed to (1) identify the supply chain on cabbage, (2) determine the performance metric weights, (3) measure the performance of supply chain on cabbage, and (4) choose the strategy of the supply chain on cabbage. This research begins with the identification of the supply chain process using the Supply Chain Operations Reference (SCOR) method. Then determine the weight of priority on all supply chain actors using Analytical Hierarchy Process (AHP) method. After that, using the SCOR method, then measure the performance metrics. Based on the performance metrics' score, then develop the strategies for all supply chain actors. There are four streams of cabbage's supply chain in Magelang Regency. Based on the weight of priority metrics, farmers are prioritizing the internal-facing on responsiveness attribute and return on supply chain fixed assets metric. Collectors are prioritizing the internal-facing as same as the customer-facing on reliability attribute and cash to cash cycle time metric. Traders are prioritizing the customer-facing on agility attribute and return on supply chain fixed assets metric. Retailers are prioritizing the customer facing on agility attribute and cash to cash cycle time metric. The strategies set to improve the supply chain performance is by applying the efficiency strategy for all supply chain actors.

Keywords: AHP, performance, cabbage, supply chain, SCOR, strategy.