



## INTISARI

Tingkat konsumsi ikan di Daerah Istimewa Yogyakarta (DIY) cenderung terus mengalami peningkatan yang diikuti dengan peningkatan kebutuhan ikan di DIY. Peningkatan kebutuhan ikan di DIY dipenuhi melalui kegiatan penangkapan dan budidaya maupun didatangkan dari luar DIY. Penyumbang produksi perikanan terbesar di DIY berasal dari kegiatan budidaya yang terpusat di Kabupaten Sleman. Komoditas ikan yang paling banyak diproduksi di Kabupaten Sleman adalah ikan nila. Masyarakat DIY mengonsumsi ikan nila dalam bentuk segar maupun olahan. Kegiatan pengolahan ikan nila menjadi berbagai macam produk dilakukan di Unit Pengolahan Ikan (UPI). Terdapat suatu rantai yang menghubungkan antar pelaku bisnis yang disebut dengan rantai pasok di UPI. Penelitian ini bertujuan untuk mengetahui pelaku, aliran barang, aliran finansial, aliran informasi, permasalahan, dan model rantai pasok ikan UPI nila Kabupaten Sleman. Pelaku yang terlibat dalam rantai pasok di UPI nila Sleman terdiri pemasok, pengolah, pengecer, dan konsumen. UPI mendapatkan informasi mengenai pemasok dari teman, keluarga, atau ditawarkan oleh pemasok. Metode pembayaran yang digunakan bisa tunai atau tranfer. Ikan nila yang diolah oleh UPI berasal dari dalam Sleman sebesar 88,82% dan luar Sleman sebesar 11,18%. Model rantai pasok di UPI nila Sleman terdiri dari model rantai pasok tiga langkah dan model rantai pasok empat langkah. Permasalahan yang dihadapi oleh UPI nila Sleman ialah harga ikan nila yang semakin meningkat, keterbatasan peralatan pengolahan, hingga tingginya persaingan dalam pemasaran produk.

Kata kunci: Kabupaten Sleman, nila, rantai pasok, unit pengolahan ikan



### *Abstract*

The fish consumption in the Yogyakarta Special Region (DIY) tends to continue to increase which is followed by an increase in the need for fish products. Increasing demand for fish is met through fishing and cultivation activities or imported from outside DIY. The biggest contributor to fish producer in DIY comes from aquaculture activities that are centralized in Sleman Regency. Nile or tilapia is most produced fish commodity in Sleman Regency. This species consume as fresh and processed product. Nile processing activities carried out at the Fish Processing Unit (UPI). There is a chain that connects business people called supply chains at UPI. This study aims to determine the fish business person, the flow of goods, financial and information, and problems and to identify tilapia fish supply chain models in Sleman Regency. Actors involved in the supply chain of Nile at UPI Sleman consist of suppliers, processors, retailers, and consumers. UPI receives information about suppliers from friends, family, or offered by suppliers. The payment methods used can be cash or transfer. The tilapia processed by UPI came mainly from 88.82% inside Sleman 88,82% and 11,18% outside Sleman. The supply chain model at UPI Sleman consists of a three-steps and a four-steps supply chain model. The problems faced by tilapia UPI are the increasing price of tilapia, limited processing equipment, and the high competition in product marketing.

Keywords: fish processing unit, Sleman Regency, supply chain, tilapia