ANALISIS RANTAI NILAI UNTUK PENYUSUNAN STRATEGI RANTAI PASOK PADA SAYUR ORGANIK DAN NON ORGANIK

Vyka Lorianno[1], Adi Djoko Guritno[2], Ibnu Wahid Fakhrudin Aziz[2]

ABSTRAK

Komoditas hortikultura merupakan salah satu komoditas pada sektor pertanian. Perkembangan sektor pertanian sejalan dengan tingkat konsumsi sayuran oleh masyarakat. Jaringan rantai pasok sayuran perlu diperhatikan karena semakin panjang rantai distribusi akan menimbulkan perbedaan harga antara produsen dengan konsumen. Penelitian ini bertujuan untuk mengidentifikasi aktivitas pelaku usaha rantai nilai sayur organik dan non organik, menganalisis rantai nilai sayur organik dan non organik, mengukur kinerja rantai pasok sayur organik dan non organik, dan memberikan rekomendasi perbaikan strategi rantai pasok sayuran organik dan non organik

Objek penelitian ini yaitu pelaku usaha sayur organik dan non organik di Kabupaten Magelang dan Sleman yang mendistribusikan sayuran ke pasar modern di DI Yogyakarta. Metode yang digunakan yaitu pendekatan *Value Chain Analysis* dengan menghitung penerimaan laba dan menganalisis nilai tambah pada aktivitas yang dilakukan oleh pelaku rantai nilai. Penelitian ini juga menggunakan tabel *scorecard* untuk mengukur kinerja rantai pasok setiap pelaku usaha.

Aktivitas yang dilakukan oleh pelaku rantai nilai sayur organik dan non organik yaitu menanam, memanen, menyortir, mengikat, mengemas, dan menjual. Laba terbesar pada rantai nilai sayur organik diterima oleh pengecer dan distributor, sedangkan laba terbesar pada rantai nilai sayur non organik diterima oleh petani dan distributor. Hasil analisis kinerja menunjukan bahwa distributor sayur organik hanya dapat memenuhi permintaan konsumen sebesar 93,75%, sedangkan pengepul dan distributor sayur non organik hanya dapat memenuhi permintaan konsumen sebesar 70% dan 90%. Strategi yang dapat digunakan untuk mengurangi biaya tambah pengepul yaitu dengan membebankan aktivitas sortasi dan pengikatan sayuran kepada petani.

---

1 Mahasiswa Departemen Teknologi Industri Pertanian, Fakultas Teknologi Pertanian, Universitas Gadjah Mada

2 Staf Pengajar Departemen Teknologi Industri Pertanian, Fakultas Teknologi Pertanian, Universitas Gadjah Mada

VALUE CHAIN ANALYSIS TO ESTABLISH SUPPLY CHAIN STRATEGIES IN ORGANIC AND NON ORGANIC VEGETABLES

Vyka Lorianno[1], Adi Djoko Guritno[2], Ibnu Wahid Fakhrudin Aziz[2]

ABSTRACT

Horticultural commodities are one of the commodities in the the agricultural sector. The development of the agricultural sector is in line with the level of vegetable consumed by the community. Vegetable supply chain network need to be considered because the longer the distribution chain will lead to different price between prducers and consumers. This study aims to identify the activities of organic and non organic vegetable value chain businesses operators, analyze organic and non organic vegetable value chains, measure the performance of organic and non organic vegetable supply chains, and provide recommendations for the improvement of supply chain strategies of organic and non-organic vegetables.

The objects of this research were organic and non organic vegetable business actors in Magelang and Sleman Regencies who distribute vegetables to the modern market in DI Yogyakarta. The method used was the Value Chain Analysis approach by calculating earnings receipts and analyzing the added value of the activities carried out by the value chain practitioners. This study also used a scorecard table to measure the supply chain performance of each business actor.

Activities done by organic and non-organic vegetable value chain actors were planting, harvesting, sorting, binding, packaging and selling. The biggest profits in the organic vegetable value chain were received by retailer and distributors, while the biggest profits in the non organic vegetable value chain were received by farmers and distributors. The results of the performance analysis showed that organic vegetable distributors only met consumer demand by 93.75%, while collectors and distributors of non-organic vegetables only met consumer demand by 70% and 90%. The strategy that can be used to reduce the added cost of collectors was to impose vegetable sorting and binding activities on the farmer.

Keyword   : Non Organic Vegetables, Organic Vegetables, Supply Chain
                   Performance, Value Added, Value Chain Analysis

[1]Student of Agro-Industrial Technology, Faculty of Agro-Technology, Gadjah Mada University

[2]Lectures of Agro-Industrial Technology, Faculty of Agro-Technology, Gadjah Mada University