

**MITIGASI RISIKO DAN ANALISIS NILAI TAMBAH  
PADA RANTAI PASOK CABAI MERAH KERITING  
(*Capsicum Annum L.*) DAN KUBIS BUNGA (*Brassica Oleracea var. Botrytis*)  
DI KABUPATEN MAGELANG, JAWA TENGAH**

**ABSTRAK**

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Produksi cabai merah keriting dan kubis bunga Kabupaten Magelang berturut-turut sebesar 25.635 ton dan 11.120 ton pada tahun 2017. Letak sentra sayuran Kabupaten Magelang yang berada di sekitar gunung berapi menyimpan risiko internal dan risiko eksternal yang dapat menimbulkan kerugian bagi anggota rantai pasok. Hasil penelitian pendahuluan mengindikasikan permasalahan lain yaitu petani sering mengalami kerugian. Untuk itu perlu strategi dalam upaya mitigasi risiko dan peningkatan nilai tambah setiap *tier* rantai pasok.

Pengumpulan data dilakukan dengan teknik *purposive sampling* dan *snowball sampling* melalui *indepth interview* menggunakan delapan tipe risiko menurut *Rapid Agricultural Supply Chain Risk Assessment* (RapAgRisk) dan tabel perhitungan metode Hayami. Analisis risiko menggunakan metode RapAgRisk dan perhitungan nilai tambah dengan metode Hayami.

Risiko pada petani cabai dan kubis bunga yaitu kerusakan fisik akibat hama, perubahan harga jual, dan kerusakan fisik akibat cuaca. Risiko pada pengepul desa yaitu kesalahan penentuan harga. Risiko pada pedagang besar yaitu kerusakan fisik selama pengiriman. Risiko pada pedagang pasar yaitu penurunan kualitas selama penjualan. Analisis nilai tambah pada rantai pasok kubis bunga menunjukkan proporsi nilai tambah terbesar didapatkan oleh pedagang pasar tradisional yaitu Rp.1.726, dan pengepul desa mendapat nilai tambah terkecil. Proporsi nilai tambah terbesar pada rantai pasok cabai didapatkan oleh petani yaitu sebesar Rp.5.951, dan pengepul desa mendapat nilai tambah terkecil. Rekomendasi mitigasi diantaranya penyemprotan secara rutin, pengemasan, penyimpanan suhu rendah dan pembelian sesuai kapasitas per hari. Peningkatan nilai tambah dengan metode *efficient supply chain* meliputi pengurangan biaya budidaya, memaksimalkan kuantitas angkut, dan kerjasama transportasi antar pedagang. Penelitian menyimpulkan adanya keterkaitan besarnya nilai tambah dengan upaya mitigasi risiko pada rantai pasok.

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Kata kunci: risiko rantai pasok, cabai dan kubis bunga, analisis nilai tambah

**RISK MITIGATION AND ADDED VALUE ANALYSIS  
ON CURLY RED CHILI (*Capsicum Annum L.*) AND  
CAULIFLOWER (*Brassica Oleracea var. Botrytis*) SUPPLY CHAIN  
IN MAGELANG DISTRICT, CENTRAL JAVA**

**ABSTRACT**

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The production of curly red chili and cauliflower in Magelang Regency were 25,635 tons and 11,120 tons respectively in 2017. The location of the Magelang Regency's vegetable centers around the volcano holds internal and external risks which can cause supply chain member losses. The results of preliminary research indicate another problem that farmers often experience losses. For this reason, a strategy is needed in the efforts to mitigate risk and increase added value for each supply chain tier.

Data collection was carried out using purposive sampling and snowball sampling techniques through in-depth interviews using eight types of risk according to the Rapid Agricultural Supply Chain Risk Assessment (RapAgRisk) and the Hayami method calculation table. Risk analysis using the RapAgRisk method and calculation of value added by the Hayami method.

Risks to curly red chili and cauliflower farmers are of damage due to pests and plant diseases, changes in selling prices, and damage due to weather. The risk for village collectors is miscalculating the price. Risks to large traders are damage during shipping. The risk to market traders is quality loss during sales. Analysis of value added in the supply chain of cauliflower shows that the largest proportion of added value is obtained by traditional market traders, amounting to Rp.1,726, and village collectors get the smallest value added. The largest proportion of added value in the chili supply chain was obtained by farmers, amounting to Rp.5,951, and village collectors received the smallest value added. Mitigation recommendations include routine spraying, packaging, low temperature storage and purchasing according to capacity per day. Increasing added value with efficient supply chain methods includes reducing cultivation costs, maximizing transport quantities, and transport cooperation between traders. The study concluded that there was a link between the added value and the risk mitigation efforts in the supply chain.

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Keywords: supply chain risk, chili and cauliflower, value added analysis