



## ANALISIS KEBIJAKAN MANAJEMEN RANTAI PASOKAN AYAM BROILER DI INDONESIA

### INTISARI

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Industri ayam broiler telah menjadi industri agribisnis yang memiliki komponen rantai pasok dari sektor hulu hingga hilir. Namun dalam pelaksanaannya di lapangan masih ditemukan beberapa kendala seperti fluktuasi harga dan ketersediaan input maupun output. Penelitian ini bertujuan mengevaluasi dan mengidentifikasi strategi implementasi intervensi kebijakan pemerintah dalam manajemen rantai pasokan industri ayam broiler. *Analysis Hierarchy Process* (AHP) digunakan dalam penelitian ini untuk mendapatkan isu prioritas dalam intervensi kebijakan pemerintah dalam industri ayam broiler. Responden dipilih secara purposif sebanyak 25 orang terdiri dari pengambil kebijakan dan pelaku usaha. Hirarki kriteria disusun berdasarkan Peraturan Menteri Pertanian no 32 tahun 2017 yaitu kriteria manajemen penyediaan, peredaran dan pengawasan. Hirarki alternatif strategi disusun berdasarkan wawancara mendalam dengan para *stakeholder* ayam broiler yaitu strategi kebijakan *Supply* dan *Demand*, Optimalisasi Hilir, Harga Acuan, Keterlibatan BUMN, Penguatan Kelembagaan, Dukungan Daya Saing, Segmentasi Pasar dan Kemitraan. Hasil penelitian menunjukkan prioritas pada hirarki kriteria adalah manajemen pengawasan sebesar 0.4342 dan untuk hirarki alternatif strategi adalah kebijakan strategi dukungan daya saing sebesar 0,184. Pemerintah selaku pemangku kebijakan harus memastikan bahwa manajemen pengawasan pada rantai pasokan ayam broiler dapat berjalan dengan baik. Strategi kebijakan dukungan daya saing pada usaha ayam broiler sangat dibutuhkan oleh setiap pelaku usaha agar memberikan nilai tambah disetiap aktifitas usahanya serta siap bersaing secara global.

**Kata kunci:** Ayam Broiler, Manajemen Rantai Pasokan, AHP



## ANALYSIS OF POLICY ON BROILER CHICKEN SUPPLY CHAIN MANAGEMENT IN INDONESIA

### ABSTRACT

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The broiler chicken industry has become an agribusiness industry that has supply chain components from upstream to downstream. However, implementation in the field there were still several obstacles such as price fluctuations and the availability of inputs and outputs. This study aimed to identify strategies for implementing government policy interventions in managing the supply chain of the broiler chicken industry. The Hierarchy Analysis Process (AHP) was used in this study to get priority issues in government policy interventions in the broiler chicken industry. There were 25 respondents selected purposively consisting of policy makers and business actors. The criteria hierarchy is prepared based on Minister of Agriculture Regulation No. 32 of 2017, namely the management criteria for supply, distribution and supervision. An alternative strategy hierarchy is based on in-depth interviews with broiler chicken stakeholders, namely Supply and Demand policy strategies, Downstream Optimization, Reference Prices, SOE Involvement, Institutional Strengthening, Competitiveness Support, Market Segmentation and Partnerships. The results showed the priority in the criteria hierarchy was supervision management by 0.4342 and for the alternative strategy hierarchy was a competitiveness support strategy policy of 0.184. The government as the policy maker must ensure that supervision management in the broiler chicken supply chain can be well conducted. Competitiveness policy support strategies in the business of broiler chickens are needed by every business actor to provide added value in every business activity and are ready to compete globally.

**Keywords:** Broiler Chicken, Supply Chain Management, AHP