

Intisari

Pertumbuhan konsumsi ikan asap yang meningkat menuntut pengolahan dan pengelolaan rantai pasok ikan yang baik. Penelitian ini dilakukan melalui studi kasus pengelolaan rantai pasok ikan asap di Unit Pengolahan Ikan (UPI) skala kecil di Pelabuhan Perikanan Nusantara (PPN) Prigi, dengan tujuan untuk mengetahui ketersediaan ikan dan alirannya (ikan, informasi dan finansial), mengidentifikasi permasalahan dalam pengelolaan aliran tersebut, dan menyusun model rantai pasok ikan asap di Pelabuhan Perikanan Nusantara Prigi. Hasil penelitian menunjukkan bahan baku ikan asap berasal dari nelayan PPN Prigi. Produksi ikan asap di unit pengolahan ikan dalam kawasan PPN Prigi mencapai 1,02 ton/hari. Metode transaksi keuangan umumnya secara tunai dan menggunakan nota/kasbon. Sistem relasi sudah terbentuk kuat antara pedagang dan *supplier*, sehingga kepercayaan menjadi landasan interaksi para pihak dalam rantai pasok. Informasi mengenai *supplier* diperoleh dari kerabat, keluarga, inisiatif sendiri, dan pedagang lain. Proses pemesanan dengan bertemu langsung, komunikasi melalui SMS, telepon, atau *Whatsapp*. Model rantai pasok ikan asap di PPN Prigi terdiri dari 5 langkah yakni nelayan, TPI, *supplier*, pengolah (pedagang), konsumen akhir.

Kata Kunci : rantai pasok, ikan asap, PPN Prigi, pengelolaan, UPI

Abstract

The increasing growth of smoked fish consumption demands good processing and fish supply chain management. This research was conducted through a case study of smoked fish supply chain management at small-scale processing unit (UPI) in Prigi Fishing Port (PPN) area, with the aim to determine the availability of fish and its flow (fish, information and financial), identify problems in managing the flow, and compile the smoke fish supply chain model at the study site. The research showed that smoked fish raw materials came from fishermen based in PPN Prigi. Smoked fish production in the fish processing unit in the PPN Prigi was about 1.02 tons / day. The financial transaction method is generally in cash and uses notes/cash. The system of relationships has been formed strongly between traders and suppliers, so that trust is the basis for interaction of parties in supply the chain. Information about suppliers was obtained from relatives, family, own initiative, and other traders. The process of ordering by meeting in person, communication via SMS, telephone, or Whatsapp. The smoked fish supply chain model in PPN Prigi consisted of 5 steps namely fishermen, fish auction (TPI), and suppliers, processors (as also traders), and end consumers.

Keywords: supply chain, smoked fish, PPN Prigi, management, UPI