

ABSTRACT

COVID-19 outbreak has become a global pandemic and have been hitting plethora countries, including Indonesia. This condition has been affecting supply chain in various industries, including apparel. This thesis aimed to identify the effect of COVID-19 outbreak towards Indonesian apparel supply chain reliability, Indonesia apparel supply chain resilience performance, and Indonesian apparel supply chain bounce back and survival strategies. The scope of this thesis is limited to Indonesian apparel supply chain. This thesis uses mixed method (Qualitative & Quantitative). The quantitative research was conducted by using secondary data from case studies to calculate the supply chain reliability, while the qualitative research was conducted by interviewing 20 apparel supply chain practitioners. The findings of the research are a) COVID-19 has been extremely affecting Indonesian apparel supply chain reliability, b) Indonesian apparel supply chain did not have good capabilities to: anticipate, response, recover, and learn amid the pandemic, and c) Indonesian apparel supply chain did not have good pro-active as well as reactive strategies. Despite the findings, Indonesian apparel supply chain still has good capability to adapt towards the situation as well as a good concurrent strategy amid the pandemic. Finally, this thesis gave recommendation on how Indonesian apparel supply chain shall reach its best pro-active, concurrent and reactive strategy should similar unforeseen disruption occur in the future.



UNIVERSITAS
GADJAH MADA

Indonesian Apparel Reliability and Resilience Amid COVID-19 Outbreak
GENIAL ACHMAD EKA P, Luluk Lusiantoro, S.E., MSc., PhD
Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Keywords: Apparel, Supply Chain, Unforeseen Disruption, COVID-19, Reliability, Resilience, Pro-Active, Concurrent, Reactive

INTISARI

COVID-19 telah menjadi pandemi dunia dan menghantam banyak negara, termasuk Indonesia. Kondisi ini memberikan efek serius di sisi manajemen rantai pasok apparel. Thesis ini bertujuan untuk mengidentifikasi efek dari COVID-19 terhadap reliabilitas, performa resilience, dan strategy pemulihan dari rantai pasok apparel di Indonesia. Cakupan dari thesis ini terbatas kepada rantai pasok apparel di Indonesia. Thesis ini menggunakan metode penelitian campuran (kualitatif dan kuantitatif). Riset kuantitatif dilakukan dengan menggunakan data sekunder dari studi kasus untuk menghitung reliabilitas rantai pasok apparel di Indonesia, sedangkan data kualitatif didapat dari wawancara dengan 20 praktisi rantai pasok apparel. Temuan dari riset ini adalah: a) COVID-19 memberikan efek yang sangat besar terhadap reliabilitas rantai pasok apparel di Indonesia, b) Rantai pasok apparel di Indonesia tidak memiliki kemampuan yang bagus untuk mengantisipasi, merespon, memulihkan, dan mempelajari situasi saat pandemi berlangsung, dan c) Rantai pasok apparel di Indonesia tidak memiliki strategi pro-active dan reactive yang bagus ketika pandemi berlangsung. Walaupun demikian, rantai pasok apparel di Indonesia memiliki kemampuan adaptasi yang baik terhadap situasi yang terjadi dan juga strategi con-current yang baik selama pandemi berlangsung. Terakhir, thesis ini memberikan rekomendasi bagaimana rantai pasok apparel di Indonesia bisa memaksimalkan strategi pro-active, concurrent, dan reaktifnya jika situasi yang sama terjadi di masa depan.



UNIVERSITAS
GADJAH MADA

Indonesian Apparel Reliability and Resilience Amid COVID-19 Outbreak
GENIAL ACHMAD EKA P, Luluk Lusiantoro, S.E., MSc., PhD
Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Kata Kunci: Apparel, Rantai Pasok, Pandemi, COVID-19, Reliabilitas, Resilience,
Pro-Active, Con-current, Reaktif