

INTISARI

Kabupaten Ciamis merupakan daerah penghasil kopi di Jawa Barat dengan jenis kopi arabika dan robusta. Kopi di Kabupaten Ciamis mulai banyak dikembangkan, terbukti dengan mulai banyaknya kedai-kedai kopi dan pemasaran produk kopi khas Ciamis. Namun tidak optimalnya pengelolaan aliran rantai pasok menyebabkan kinerja rantai pasok menjadi tidak optimal. Selain itu diperlukan strategi pengembangan yang tepat sesuai dengan kondisi yang dihadapi. Penelitian ini bertujuan untuk (1) mengetahui aliran rantai pasok, (2) mengetahui kinerja rantai pasok, (3) mengetahui *farmer's share*, serta (4) mengetahui rumusan strategi pengembangan kopi di Kabupaten Ciamis. Untuk menjawab tujuan penelitian, maka dilakukan analisis *Supply Chain Operations Reference* (SCOR), *farmer's share*, analisis *Strengths-Weakness-Opportunities-Threats* (SWOT), dan analisis *Quantitative Strategic Planning Matrix* (QSPM). Hasil penelitian menunjukkan bahwa aliran rantai pasok terdiri dari aliran material berupa biji kopi *green bean* yang mengalir dari hulu ke hilir, aliran informasi berupa informasi (kuantitas, harga, dan kualitas *green bean*) yang mengalir dari hulu ke hilir dan dari hilir ke hulu, serta aliran finansial berupa transaksi pembayaran tunai yang mengalir dari hilir ke hulu. Kinerja manajemen rantai pasok kopi di Kabupaten Ciamis memiliki kategori rata-rata (*average*) dengan nilai 56,91. Nilai *farmer's share* terbesar terdapat pada jalur distribusi dari petani, menuju pedagang antar kabupaten, berakhir pada pedagang luar kabupaten. Strategi pengembangan kopi di Kabupaten Ciamis berupa strategi agresif dengan cara meraih peluang dengan memanfaatkan kekuatan yang dimiliki.

Kata Kunci: Kopi, Kinerja Rantai Pasok, *Farmer's Share*, SWOT, QSPM

ABSTRACT

Ciamis Regency is a coffee-producing area in West Java with Arabica and Robusta coffee types. Coffee in Ciamis Regency began to be widely developed, as evidenced by the number of coffee shops and marketing of Ciamis specialty coffee products. However, not optimal supply chain flow management causes supply chain performance to be not optimal. In addition, an appropriate development strategy is needed following the conditions faced. This study aims to (1) determine supply chain flow, (2) determine supply chain performance, (3) determine farmer's share, and (4) determine the formulation of coffee development strategies in Ciamis Regency. To answer the research objectives, Supply Chain Operations Reference (SCOR), farmer's share, Strengths-Weakness-Opportunities-Threats (SWOT), and Quantitative Strategic Planning Matrix (QSPM) analysis were carried out. The results showed that the supply chain flow consisted of material flow in the form of green beans that flowed from upstream to downstream, the flow of information in the form of information (quantity, price, and quality of green beans) that flowed from upstream to downstream and from downstream to upstream, and financial flows in the form of cash payment transactions that flow from downstream to upstream. The performance of coffee supply chain management in Ciamis Regency has an average category with a value of 56.91. The largest farmer's share value is found in the distribution channel from farmers to inter-district traders, ending with traders outside the district. The coffee development strategy in Ciamis Regency is in the form of an aggressive strategy by seizing opportunities by utilizing the strengths they have.

Keywords: Coffee, Supply Chain Performance, Farmer's Share, SWOT, QSPM