

**MITIGASI RISIKO RANTAI PASOK DAGING AYAM MENGGUNAKAN
RAPID AGRICULTURAL SUPPLY CHAIN RISK ASSESSMENT
(RapAgRisk) DAN INTERPRETIVE STRUCTURAL MODELLING (ISM)**

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Abstrak

Dalam melaksanakan setiap usaha, suatu organisasi atau perusahaan tidak akan terlepas dari sebuah risiko. Manajemen risiko rantai pasok sangat penting untuk diterapkan di suatu perusahaan untuk mengontrol secara langsung proses pengambilan keputusan terhadap risiko-risiko yang mungkin terjadi. Royan Chicken Processing sebagai unit bisnis berbahan baku ayam broiler tidak terlepas pula dari risiko. Untuk mengatasi permasalahan ini, diperlukan suatu strategi manajemen risiko karena pada dasarnya risiko tidak dapat dihindari dari aktivitas bisnis perusahaan.

Tujuan penelitian ini ada tiga, yaitu: (1) mengidentifikasi indikator-indikator risiko terkait risiko rantai pasok di Royan Chicken Processing, (2) mengetahui indikator risiko rantai pasok Royan Chicken Processing berdasarkan nilai *driving power* dan *dependence* nya, dan (3) menghasilkan usulan mitigasi risiko rantai pasok Royan Chicken Processing. Pemilihan indikator risiko dilakukan dengan cara studi literatur dan *brainstorming* yang kemudian diolah menggunakan metode *Rapid Agricultural Supply Chain Risk Assessment (RapAgRisk)* dan *Interpretive Structural Modelling (ISM)*.

Hasil penelitian menunjukkan terdapat 16 risiko rantai pasok Royan Chicken Processing yang teridentifikasi untuk penilaian risiko rantai pasok perusahaan. Indikator risiko yang mempunyai nilai *driving power* (DP) tinggi adalah indikator yang berada pada *bottom level* ISM dan kuadran IV MICMAC. Sedangkan indikator risiko yang mempunyai nilai *dependence* (D) tinggi adalah indikator yang berada pada *top level* ISM dan kuadran II MICMAC. Mitigasi risiko dilakukan pada: (1) risiko ketergantungan pada pemasok tunggal (R.01) dengan membuat kontrak kerja dengan pemasok agar kebutuhan bahan baku dapat tercukupi sesuai standar yang telah ditetapkan, (2) risiko ketidaksesuaian spesifikasi bahan baku dari pemasok (R.04) dengan selalu melakukan konfirmasi bobot ayam kepada pemasok di awal pemesanan bahan baku, dan (3) risiko fluktuasi harga daging ayam (R.14) dengan senantiasa mengamati tren penjualan periode sebelumnya agar pihak manajemen dapat mengambil keputusan strategis sehingga kerugian dapat diminimalisasi.

Kata kunci: *risiko, rantai pasok, ayam broiler, RapAgRisk, ISM*

**RISK MITIGATION OF CHICKEN MEAT SUPPLY CHAIN USING
RAPID AGRICULTURAL SUPPLY CHAIN RISK ASSESSMENT
(RapAgRisk) AND INTERPRETIVE STRUCTURAL MODELLING (ISM)**

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Abstract

Risk management is becoming increasingly important in today's age of business. The organizations that fail to allocate adequate resources to risk management not only leave themselves susceptible to impacts on business operations but also potentially causing irrevocable damage to the business reputation. Royan Chicken Processing as a raw material business unit of broiler chickens should pay attention to risk management implementation in every business departments in order to minimize the impact of the risks itself. By considering potential risks of events before they happen and having a risk management plan in place, a company can save money and protect their future.

The aim of the research is to identify risk indicators related to the risk of supply chain in Royan Chicken Processing. ISM is proposed to the risk analysis based on the risk identification by drawing the structure of the risks, get the interactive relation between different risks based on its driving power and its dependency. While RapAgRisk is proposed to produce supply chain risk mitigation proposals of Royan Chicken Processing based on its risk categories.

There was 16 supply chain risks of Royan Chicken Processing that could be identified for company's supply chain risk assessment. Mitigation of risk conducted on the risk of dependence on a single supplier (R.01) by making a contract with the supplier so that the raw material needs can be provided according to standards that have been established, the risk of incompatibility specification of raw materials from suppliers (R.04) by constantly confirming the weight of the chicken to suppliers at the initial order of raw materials, and price fluctuations risk of chicken meat (R.14) by constantly observing the sales trend in the previous period so that the strategic decisions could be taken by management to minimized the loses.

Keywords: *risk, supply chain, broiler chicken, RapAgRisk, ISM*
