

**IDENTIFIKASI FAKTOR-FAKTOR PENTING
PENGEMBANGAN UKM BAKERY
MENGUNAKAN METODE ANALYTICAL NETWORK PROCESS
(Studi di Kabupaten Sleman, Yogyakarta)**

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ABSTRAK

Bakery termasuk dalam jenis pangan yang berpeluang cukup besar seiring dengan peningkatan jumlah produksi dan konsumsinya secara nasional. Di wilayah Yogyakarta, UKM roti, kue dan sejenisnya memiliki jumlah sebaran tertinggi pada Kabupaten Sleman, sehingga berpotensi dalam pengembangan UKM *bakery* yang tertuju pada peningkatan daya saing dan pengembangan ekonomi daerah. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor penting pengembangan UKM *bakery* dan mengetahui faktor prioritas pengembangan UKM *bakery* di Kabupaten Sleman, Yogyakarta menggunakan metode ANP.

Pengumpulan data dilakukan melalui observasi dan wawancara juga studi pustaka untuk mengetahui variabel yang penting dalam pengembangan UKM *bakery*, hingga mengelompokkannya dalam kluster dan kriteria. Secara bertahap, kuesioner I digunakan untuk memperoleh konsensus faktor-faktor penting pengembangan UKM *bakery*. Kuesioner II digunakan untuk mengetahui nilai keterkaitan antarkriteria dan diolah menggunakan metode *Decision Making Trial and Evaluation Laboratory* (DEMATEL). Kuesioner III digunakan untuk mengetahui perbandingan berpasangan antarkluster/antarkriteria dan diolah menggunakan metode *Analytical Network Process* (ANP) dengan bantuan *software Super Decisions*.

Faktor-faktor penting pengembangan UKM *bakery* terdiri dari akses dan ketersediaan bahan baku; kreativitas dan inovasi; produktivitas; pemanfaatan teknologi; standar keamanan dan mutu; akses dan ketersediaan modal; SDM memadai; pemasaran; persaingan usaha dan kebijakan pemerintah. Berdasar metode ANP, yang menjadi prioritas pengembangan UKM *bakery* di Kabupaten Sleman, Yogyakarta pada kelompok *make to order*, ialah faktor: (1) persaingan usaha, (2) kreativitas dan inovasi, (3) pemanfaatan teknologi dan (4) pemasaran, serta pada kelompok *make to order* sekaligus *make to stock*, ialah faktor: (1) persaingan usaha, (2) kreativitas dan inovasi, (3) pemasaran, (4) pemanfaatan teknologi dan (5) SDM memadai.

Kata kunci: ANP, DEMATEL, *make to order*, *make to stock*, UKM *bakery*

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**IDENTIFICATION OF IMPORTANT FACTORS OF
BAKERY SMEs DEVELOPMENT
USING ANALYTICAL NETWORK PROCESS METHOD
(Study in Sleman Regency, Yogyakarta)**

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ABSTRACT

Bakery belongs to one kind of foods which has big opportunities to develop in accordance with the number of production and consumption which is increasing in the national scale. In the region of Yogyakarta, the SMEs of breads, cakes and the like have the highest number of distribution in Sleman Regency, so it is potential in developing bakery SMEs which leads to increased competitiveness and regional development. This research's purposes are to identify the important factors in bakery SMEs development and find the priority factor in developing bakery SMEs using ANP method in Sleman Regency, Yogyakarta.

The data collection is done by holding an observation, interview and also literature review to find the important variable in the development of bakery SMEs, then classify them into cluster and criteria. Gradually, questionnaire I is used for gaining consensus of important factors in the development of bakery SMEs. Questionnaire II is used for finding the value linkage inter-criteria and be treated using Decision Making Trial and Evaluation Laboratory (DEMATEL) method. Questionnaire II is used for finding the pairwise comparisons inter-cluster/inter-criteria and be treated using Analytical Network Process (ANP) method assisted by Super Decisions software.

The important factors in the development of bakery SMEs consist of access and availability of raw material; creativity and innovation; productivity; the technology usage; quality and security standard; access and availability of fund; adequate human resource; marketing; business competition and government policy. According to ANP method, the priority in the bakery SMEs development in the group of make to order consist of factors (1) business competition, (2) creativity and innovations, (3) the technology usage and (4) marketing. Meanwhile, in the group of make to order and also make to stock, the factors are (1) business competition, (2) creativity and innovations, (3) marketing, (4) the technology usage and (5) adequate human resource.

Key words: ANP, DEMATEL, make to order, make to stock, bakery SMEs

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