

**PENGUKURAN KINERJA RANTAI PASOK SALAK PONDOH (*Salacca zalacca* (Gaert.) Voss.) DI KABUPATEN SLEMAN  
DAERAH ISTIMEWA YOGYAKARTA**

Melinda Sugiana Dharmawati<sup>1)</sup>, Adi Djoko Guritno<sup>2)</sup>, Agung Putra Pamungkas<sup>2)</sup>

**INTISARI**

Lima komoditas yang memberikan kontribusi terbesar terhadap produksi buah nasional adalah pisang, mangga, nanas, jeruk siam dan salak. Salak menempati urutan kelima dengan produksi sebesar 1.118.953 ton atau sekitar 5,65% terhadap total produksi buah nasional. Salak juga termasuk tiga buah yang menjadi primadona ekspor Indonesia, serta hasil produksi salak meningkat dari tahun 2009 hingga 2014. Berdasarkan tempat produksinya, presentase produksi salak di daerah Jawa sebesar 52,45% dari keseluruhan hasil produksi di Indonesia.

Pada rantai pasok salak pondoh, terdapat berbagai permasalahan. Yang pertama adalah adanya berbagai pemasok salak pondoh dari luar DIY membuat peningkatan persaingan pada pasar salak di DIY khususnya di Kabupaten Sleman. Selain itu, peningkatan persaingan juga terjadi pada antar pelaku dalam jaringan rantai pasok. Yang kedua adalah, pelaku rantai pasok belum pernah melakukan pengukuran kegiatannya baik pemantauan ataupun pengendalian hasil kegiatan, oleh sebab itu perlu dilakukan kajian mengenai kinerja rantai pasok salak pondoh di Kabupaten Sleman. Penelitian ini diawali dengan identifikasi sistem dan pelaku rantai pasok salak pondoh, setelah itu identifikasi kinerja masing-masing pelaku rantai pasok. Kemudian ditentukan bobot atribut pengukuran kinerja. Kemudian dilakukan perhitungan kinerja untuk masing-masing pelaku rantai pasok, menggunakan metode *Supply Chain Operation Reference*. Setelah didapatkan nilai kinerja, nilai tersebut digunakan untuk menyusun startegi pada pelaku aliran rantai pasok.

Rantai pasok salak pondoh ini dibagi menjadi dua aliran yaitu aliran pasar ekspor dan domestik. Berdasarkan hasil perhitungan yang telah dilakukan. Bobot metriks kinerja untuk *tier* petani, kelompok tani, dan pengepul menghasilkan bobot nilai *customer facing* lebih besar daripada nilai *internal facing* dan *shareholder facing*. Sedangkan untuk *tier* penyalur dan pedagang sebaliknya. Strategi yang ditetapkan agar kinerja rantai pasok dapat meningkat adalah menerapkan *pull based strategy* untuk tier kelompok tani dan penyalur ekspor, *push based strategy* untuk tier petani, dan *pull push strategy* untuk tier pengepul dan pedagang. Serta menerapkan efisiensi strategi untuk keseluruhan *tier* dalam rantai pasok salak pondoh.

**Kata kunci** : salak pondoh, rantai pasok, kinerja, *supply chain operation reference*, *analytical hierarchy process*

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1. Mahasiswa Departemen Teknologi Industri Pertanian, FTP UGM
  2. Staf Pengajar Departemen Teknologi Industri Pertanian, FTP UGM

**PERFORMANCE MEASUREMENT ON SUPPLY CHAIN *Salacca zalacca*  
(Gaert.) Voss. IN SLEMAN DISTRICT  
SPECIAL AREA OF YOGYAKARTA**

Melinda Sugiana Dharmawati<sup>1)</sup>, Adi Djoko Guritno<sup>2)</sup>, Agung Putra Pamungkas<sup>2)</sup>

**ABSTRACT**

Five commodities that give the biggest contribution to the national fruit production are banana, mango, pineapple, tangerine and bark. Snake fruit ranks fifth with a production of 1.118.953 tons or about 5,65% of total national fruit production. Snake fruit also includes three pieces that became the prima donna of Indonesian exports, and the production of snake fruit increased from 2009 to 2014. Based on the production site, the production percentage of snake fruit in the Java region is 52,45% of the total production in Indonesia.

In the supply chain of snake fruit, there are various problems. The first is the existence of various supplier of snake fruit from outside DIY to increase the competition in the snake fruit market in Yogyakarta especially in Sleman regency. In addition, increased competition also occurs among actors in supply chain networks. The second is that supply chain actors have not done the measurement of activities either monitoring or controlling the results of activities, therefore needs to be done study on the performance of supply chain of snake fruit in Sleman regency. This research begins with the identification of the system and the perpetrators of the snake fruit supply chain, after which the identification of the performance of each supply chain actor. Then weight the attribute of performance measurement. Then performed performance calculations for each supply chain actor, using the Supply Chain Operation Reference method. After the performance score is obtained, the value is used to develop the strategy for the supply chain actors.

The supply chain of snake fruit is divided into two streams namely the export and domestic market flow. Based on the calculation that has been done. The weight of performance metrics for farmers tier, farmer groups, and collectors produces greater customer facing weight than internal facing and shareholder facing values. As for tier dealers and merchants otherwise. The strategy set for improved supply chain performance is to adopt a pull based strategy for farmer group and export dealer, push based strategy for farmer tier, and pull push strategy for tier collectors and traders. And apply efficiency strategy for all tier in supply chain snake fruit.

**Keywords:** snake fruit, supply chain, performance, supply chain operation reference, analytical hierarchy process

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1. Student of Agroindustrial Technology Department, Agricultural Technology Faculty, UGM
  2. Lecturer of Agroindustrial Technology Department, Agricultural Technology Faculty, UGM