

**ANALISIS PENGELOLAAN *ENTREPRENEUR RISK* PADA USAHA
PENGOLAHAN SALAK PONDOH (*Salacca zalacca* (Gaert.) Voss.)**

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ABSTRAK

Salak pondoh (*Salacca zalacca* (Gaert.) Voss.) merupakan komoditas hortikultura yang produksinya melimpah dan dimanfaatkan untuk diolah. Olahan salak pondoh yang dibuat memicu timbulnya berbagai *entrepreneur risk* yang terjadi pada bahan baku, proses produksi, pemasaran, finansial, serta alat dan teknologi. Penelitian ditujukan untuk mengidentifikasi *entrepreneur risk* yang terjadi pada usaha olahan salak pondoh, memprioritaskan *entrepreneur risk* yang terjadi dan dampak yang ditimbulkan, dan merumuskan strategi mitigasi pada *entrepreneur risk* yang diprioritaskan.

Metode penelitian dilakukan dengan *convenience sampling* dan *snowball sampling* melalui *indepth interview* kepada pemilik usaha olahan salak pondoh (*risk owner*). Lokasi penelitian di sentra produksi salak pondoh wilayah Kecamatan Turi, Kecamatan Tempel dan Kecamatan Pakem, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Metoda analisis risiko menggunakan standar ISO 31000:2009. Tingkat kepentingan risiko didapat dari nilai *exposure*. Sedangkan, prioritas risiko didapat dari nilai *Risk Priority Number* (RPN).

Hasil penelitian menunjukkan munculnya berbagai *entrepreneur risk* teridentifikasi pada setiap *risk owner* usaha olahan salak pondoh. Prioritas risiko dikategorikan menjadi 4 tingkat risiko, yaitu *avoid risk*, *transfer risk*, *manage risk* dan *appetite risk*. Dampak yang dialami yaitu biaya produksi tinggi dan jumlah kerugian yang ditanggung besar, sehingga keuntungan yang didapat rendah. Mitigasi risiko yang dilakukan adalah memilih dan mencari banyak *supplier* bahan baku yang memiliki harga paling rendah, pencarian resep yang paling sesuai agar bahan baku dapat digunakan secara maksimal, membuat produk semenarik mungkin untuk mempromosikan produk lewat media sosial dan website, menyediakan peralatan dan mesin yang dibutuhkan, melakukan peminjaman modal ke koperasi atau bank serta mengikuti berbagai pelatihan dan perlombaan bisnis untuk mengembangkan usaha olahan salak pondoh.

Kata kunci: Salak Pondoh, *entrepreneur risk*, manajemen risiko, *Risk Priority Number*, mitigasi risiko

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ENTREPRENEUR RISK MANAGEMENT ANALYSIS IN (*Salacca zalacca* (*Gaert.*) Voss.) INDUSTRY

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ABSTRACT

Salacca zalacca (Gaert.) Voss. is a horticultural commodity that high production and used for production. *Salacca zalacca* (Gaert.) Voss. industry triggers the emergences of various entrepreneur risks that occur in raw materials, production processes, marketing, finance, tools and technology. The objectives of this study are to identify the entrepreneur risks that occur in the processed (*Salacca zalacca* (Gaert.) Voss.) industry, prioritize the entrepreneur risks and impacts, then formulate entrepreneur risk mitigation strategies.

This research was conducted by convenience sampling method, snowball sampling and in-depth interview to the respondents throughout the entrepreneur (risk owner). Locations of this study were done in central of (*Salacca zalacca* (Gaert.) Voss.) production in Sleman regency Yogyakarta province, Indonesia. Risk analysis method using the ISO 31000:2009 standard. The level of risk interest is obtained from the exposure value. Meanwhile, risk priority is obtained from Risk Priority Number (RPN).

The results show that the emergences of entrepreneur risk were identified at each risk owner of (*Salacca zalacca* (Gaert.) Voss.) industry. Priority risk is categorized into 4 risk levels are avoid risk, transfer risk, manage risk and appetite risk. The impacts are high production costs and the amount of losses are borne large, so the profits are low. Risk mitigation for the risk happen are choose more than one supplier to compare the price and make sure the sustainability of the raw material, find for the most suitable recipes so that raw materials can be used maximally, develop the product to attract the consumer and promote it through social media and website, provide needed machinery and equipment, lend capital from cooperation or bank, and follow training or business competition to develop the business.

Keywords: Salacca zalacca (Gaert.) Voss., *entrepreneur risk, risk management, Risk Priority Number, risk mitigation*

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