

## **ANALISIS STRUKTUR BIAYA LOGISTIK COLD SUPPLY CHAIN MANAGEMENT IKAN TANGKAP UNTUK PENYUSUNAN STRATEGI RANTAI PASOK**

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### **ABSTRAK**

Distribusi ikan tangkap memerlukan penanganan suhu yang tepat karena kondisi fisik ikan merupakan bahan pangan yang mudah rusak (*perishable product*). Fenomena tersebut mengarah pada *cold supply chain management*, dimana setiap aktivitas *cold chain* bertujuan menjaga suhu produk agar tetap rendah selama proses distribusi. Efisiensi distribusi terwujud apabila *profit* yang diterima setara dengan biaya yang dikeluarkan oleh setiap pelakunya. Penelitian ditujukan untuk menentukan *tier cold supply chain* ikan tangkap, mengidentifikasi aktivitas logistik setiap *tier*, menganalisis struktur biaya logistik, menentukan *profit margin*, dan menyusun strategi rantai pasok ikan tangkap.

Metode yang digunakan dalam penelitian ini adalah *convenience sampling* dan *snowball sampling* melalui *indepth interview* kepada pelaku *cold supply chain*. Lokasi penelitian di pelabuhan perikanan pantai utara dan pantai selatan Pulau Jawa yang ditentukan dengan *purposive sampling*. Pantai utara diwakili PPN Karangsong, PPN Pekalongan, PPP Tegalsari, dan PPN Brondong. Pantai selatan diwakili PPN Palabuhan Ratu, PPS Cilacap, PPP Tamperan, PPN Prigi, dan PPP Sadeng.

Hasil penelitian menunjukkan bahwa *cold supply chain* ikan tangkap di beberapa pelabuhan perikanan Pulau Jawa terdiri atas 6 *tier*. Dimana, *tier* nelayan dan *tier* pemilik kapal terbagi menjadi *non freezer* dan *freezer* berdasarkan pada sistem penyimpanan ikan di dalam palka kapal. Analisis struktur biaya logistik menunjukkan biaya dominan terdapat pada aktivitas *transportation*, pada *chain non freezer* 42,91% dan pada *chain freezer* 43,57% dari total biaya logistik. Hasil perhitungan *profit margin* antar *tier* menunjukkan bahwa *tier* pemilik kapal menjadi penyebab aliran distribusi kedua *chain* belum berjalan dengan efisien. Strategi rantai pasok yang tepat untuk *cold supply chain* ikan tangkap adalah dengan menerapkan strategi *efficient supply chain* pada *tier* nelayan dan *tier* pedagang. Sementara, *tier* pemilik kapal dapat dikeluarkan dari aliran *cold supply chain* ikan tangkap agar tercipta aliran distribusi ikan tangkap yang efisien.

Kata kunci: ikan tangkap, *cold supply chain*, biaya logistik, *profit margin*

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## **LOGISTICS COST STRUCTURE ANALYSIS OF CAPTURE FISH *COLD SUPPLY CHAIN MANAGEMENT* TO ARRANGE SUPPLY CHAIN STRATEGY**

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### **ABSTRACT**

Capture fish distribution needs proper temperature handling because fish is perishable product. The phenomenon refers to cold supply chain management, each activity in cold chain object to keep the product within low temperature during the distribution process. The distribution efficiency can be reached if accepted profit equal to cost needed in each tier. This research aimed to determine tiers cold supply chain of capture fish, to identify logistics activity in each tier, to analyze logistic cost's structure, to determine profit margin, and to arrange the supply chain strategy of capture fish.

The methods of this research was conducted by convenience sampling and snowball sampling through indepth interview to cold supply chain's doer. The research was located in north and south sea fishery ports of Java Island, it was determined by purposive sampling. The north sea was represented by PPN Karangsong, PPN Pekalongan, PPP Tegalsari, and PPN Brondong. The south sea was represented by PPN Palabuhan Ratu, PPS Cilacap, PPP Tamperan, PPN Prigi, and PPP Sadeng.

The results showed that cold supply chain of capture fish in Java Island consists of 6 tiers, which fisherman tier and ship owner were divided into non freezer and freezer due to storage system of fishing vessel. Logistics costs structure analysis showed that the dominant cost was identified in transportation activity, that contribute to 42,91% in non freezer chain and 44,38% in freezer chain of the total logistics costs. The result of profit margin calculation among tiers showed that trader tier caused inefficient distribution flows. The right strategy in supply chain management to the result of logistics cost capture fish can be applied with efficient supply chain strategy for fisherman tier and ship owner tier. Meanwhile, ship owner tier can be issued from cold supply chain flow to create efficient distribution flow of capture fish.

**Key words:** capture fish, cold supply chain, logistics cost, profit margin

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