

PENGUKURAN KINERJA RANTAI PASOK SAYURAN MENGUNAKAN *SUPPLY CHAIN OPERATIONS REFERENCE (SCOR)*

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INTISARI

Sayuran dibutuhkan oleh semua lapisan masyarakat seiring dengan semakin majunya gizi pangan. Rantai pasok dari sayuran penting diperhatikan agar permintaan konsumen terpenuhi. Jika kinerja rantai pasok kurang optimal dapat mengakibatkan kerugian finansial bagi produsen. Penelitian ini bertujuan untuk mengidentifikasi rantai pasok sayuran yang dihasilkan petani di Magelang dan Yogyakarta hingga didistribusikan ke konsumen melalui *modern market* yang berada di Yogyakarta, mengukur dan menganalisis kinerja, strategi rantai pasok yang dapat muncul dan nilai tambah (*value added*) tiap sayuran.

Metode penelitian yang digunakan adalah diskriptif dengan menggunakan data primer dan sekunder. Pengukuran kinerja rantai pasok sayuran menggunakan metode *Supply Chain Operations Reference (SCOR)* yang berfokus pada level 1 dengan atribut *reliability, responsiveness, fleksibility, cost, asset* dan *profitability*. Pengukuran *value added* diperoleh dari selisih antara komoditas yang mendapat perlakuan dengan biaya yang dikeluarkan selama proses berlangsung.

Rantai pasok sayuran terdiri dari petani (*supplier*) sebagai *tier 1*, pengepul (*broker*) *tier 2*, pedagang besar (*trader*) *tier 3*, supermarket (*modern market*) *tier 4* dan konsumen sebagai *tier 5*. Pengukuran kinerja rantai pasok sayuran dilakukan pada 11 metrik kinerja *supply chain*. *Tier 1, 2 dan 3* tidak dapat memenuhi seluruh pesanan dari pelanggan yang masuk serta *tier 3* memiliki persentase biaya terbesar dengan persentase profit terkecil. Strategi yang dapat dijalankan agar permintaan jumlah sayuran dari konsumen terpenuhi adalah menambah jumlah petani. *Value added* sayuran organik terbesar terdapat pada selada merah untuk sayur daun, cabai rawit untuk sayur buah, kacang panjang untuk sayur kacang dan brokoli untuk sayur bunga. Sedangkan *value added* untuk sayuran non organik terbesar terdapat pada selada merah untuk sayur daun, tomat *cherry* untuk sayur buah, buncis *baby* untuk sayur kacang dan wortel untuk sayur umbi.

Kata kunci : Sayuran, Rantai Pasok, Kinerja, *Supply Chain Operations Reference (SCOR)*, Strategi, *Value added*.

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PERFORMANCE MEASUREMENT ON SUPPLY CHAIN VEGETABLES USING THE SUPPLY CHAIN OPERATIONS REFERENCE (SCOR)

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ABSTRACT

Vegetables needed by all levels of society in line with the rapid advancement of nutritional food. Supply chain of vegetables is important to note that consumer demand is met. If the performance of supply chain is less than optimal, it can lead to financial losses for producers. This study aims to identify the supply chain of vegetables produced by farmers in Magelang and Yogyakarta to be distributed to consumers through a modern market in Yogyakarta, measure and analyze the performance, supply chain strategy can emerge and value-added (value added) of each vegetable.

The method used is descriptive by using primary and secondary data. The performance measurement of supply chain using the Supply Chain Operations Reference (SCOR), which focuses on level 1 with the attributes of reliability, responsiveness, fleksibility, costs, assets and profitability. Measurement of the value added obtained from the difference between the commodities that are subjected to the costs incurred during the process.

Supply chain of vegetables consists of farmers (suppliers) as tier 1, collectors (broker) tier 2, a large trader (trader) tier 3, supermarkets (modern market) tier 4 and consumers as a tier 5. Metrics of performance measurement on supply chain vegetables carried out at 11 of supply chain performance metrics. Tier 1, 2 and 3 are not able to fulfill all incoming orders from customers and tier 3 has the largest percentage of the cost with the smallest percentage of profit. Strategies that can be run in order to fulfill all incoming orders is increasing the number of farmers. The largest value added organic vegetables contained in red lettuce as leaf vegetable, chili from fruit vegetables, beans from bean and broccoli from vegetable flowers. While the largest value added non-organic vegetables contained in the red lettuce for vegetable leaf, cherry tomatoes for fruit vegetables, green beans for a vegetable beans and baby carrots for vegetable tubers.

Keywords: Vegetables, Supply Chain, Performance, Supply Chain Operations Rerefence (SCOR), Strategy, Value added.

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