

INTISARI

PROSES BISNIS RANTAI PASOK CABAI MERAH DI KECAMATAN PANJATAN KABUPATEN KULONPROGO (Skrripsi dibimbing oleh SUSANAWATI & HERI AKHMADI). Penelitian ini bertujuan untuk menggambarkan struktur hubungan rantai pasok cabai merah di Kabupaten Kulonprogo dilihat dari pelaku dan aktivitasnya serta mengetahui proses bisnis rantai pasok cabai merah di Kabupaten Kulonprogo dilihat dari, hubungan proses bisnis rantai, pola distribusi, pelaku pendukung, perencanaan dan penelitian kolaboratif, jaminan identitas merek, aspek risiko, dan *trust building*. Penelitian ini dilaksanakan di Kabupaten Kulonprogo yang dipilih secara sengaja karena mempunyai tingkat produksi cabai merah tertinggi di Daerah Istimewa Yogyakarta. Pengambilan sampel dalam penelitian ini dilakukan secara bertahap. Dimana tahapan pertama berada di Kecamatan Panjatan, tahapan kedua berada di Desa Garongan, dan tahapan ketiga berada di Dusun 1 dan 3. Desa Garongan dipilih karena pada tahun 2018 memiliki produksi cabai merah tertinggi di Kecamatan Panjatan. Responden petani ditentukan dengan metode purposive sampling. Penentuan responden selain petani seperti tengkulak yang ada di Desa Garongan sebanyak 2 orang, Ketua Pengurus Pasar Lelang di Desa Garongan, Pedagang Pengumpul tingkat kabupaten sebanyak 2 orang, Bandar PIKJ sebanyak 3 orang, Centheng PIKJ sebanyak 10 orang, Pedagang Pengecer sebanyak 20 orang, dan konsumen sebanyak 30 orang menggunakan *snowball sampling*. Hasil penelitian menunjukkan bahwa struktur hubungan rantai pasok cabai merah dibentuk oleh 8 pelaku yang terdiri dari 3 rantai, dan memiliki berbagai aktivitas yang beragam seperti budidaya cabai merah, sortasi, pengemasan, penentuan harga, penawaran harga, update informasi, pembelian, pengangkutan, pengiriman, menerima pembayaran, penjualan, dan membersihkan atau memisahkan. Hubungan proses bisnis terdiri dari 3 *cycle view* dan *push or pull view*, dengan ketiga rantai yang kondisinya sama. Terdapat 9 pelaku pendukung dalam proses bisnis rantai pasok cabai merah serta berbagai penelitian kolaboratif telah dilakukan berbagai instansi dan akademisi. Selain itu, terdapat 6 risiko yang dihadapi oleh pelaku rantai dan produk yang di distribusikan tidak memiliki merek. Kerjasama yang terjadi di sepanjang rantai pasok tidak terikat dengan kontrak secara formal.

Kata Kunci: cabai merah, rantai pasok, proses bisnis rantai pasok

ABSTRACT

PROCESS OF SUPPLY CHAIN BUSINESS OF RED CHILI IN PANJATAN DISTRICT, KULONPROGO REGENCY (Thesis guided by SUSANAWATI & HERI AKHMADI). This study aims to describe the structure of chili supply chain relationships based on actors and their activities and to know the process of supply chain business of red chili in Panjatan District, Kulonprogo Regency, according to the chain business process relationship, distribution patterns, supporting actors, collaborative planing and research, collateral brand identity, risk aspects, and trust building. This research was conducted in Kulonprogo Regency which was chosen deliberately considering it has the highest level of red chili production in Special Region of Yogyakarta. Sampling in this study was carried out in several stages. The first stage was in Panjatan District, the second stage was in Garongan Village, and the third stage was in Sub-Village 1 and 3. Garongan Village was chosen for the reason that in 2018 it has the highest production of red chili in Panjatan District. Farmer respondents were determined using purposive sampling method. While the other respondents such as middlemen, Chairman of the Auction Market, Collector Traders, Bandar of PIKJ, Centheng of PIKJ, Retailers, and consumers were chosen using snowball sampling. The results showed that the structure of red chili supply chain relationship was created by 8 actors consisting of 3 chains, and had various activities such as planting, sorting, packaging, pricing, price quotations, information updates, purchasing, transporting, shipping, receive payments, sales, and cleanse or separate of red chili. The business process relationship consists of 3 cycle views and push or pull view, with all three chains in the same condition. There were 9 supporting actors in the red chili supply chain business process and various collaborative studies have been carried out by various agencies and academics. In addition, there were 6 risks faced by chain actors and there was no brand from the products they distributed. Cooperation that takes place along the supply chain was not formally bound by contract.

Keywords: red chili, supply chain, process of supply chain business