

INTISARI

SUMBER DAYA RANTAI PASOK CABAI MERAH DI KECAMATAN PANJATAN KABUPATEN KULONPROGO. Kabupaten Kulonprogo merupakan sentra penghasil cabai merah di Daerah Istimewa Yogyakarta. Dengan jumlah produksi pada tahun 2016 sebanyak 18.805 ton. Penelitian ini bertujuan untuk menggambarkan struktur hubungan rantai pasok cabai merah dan mendeskripsikan sumber daya rantai pasok cabai merah di Kecamatan Panjatan Kabupaten Kulonprogo. Lokasi penelitian ditentukan secara sengaja dengan dibantu dengan Cluster Sampling dalam menentukan sampel petani dan penggunaan teknik *Snowball Sampling* digunakan untuk menentukan sampel selain petani. Responden yang digunakan terdiri dari 80 petani, Bendahara pasar lelang, 2 Tengkulak di Desa Garongan, 2 Pedagang Pengumpul di Kecamatan Panjatan, 3 Bandar PIKJ, 10 Centeng PIKJ, 20 Pengecer PIKJ dan 30 Konsumen. Pengumpulan data primer dilakukan dengan wawancara dan dokumentasi dengan alat bantu kuesioner. Data sekunder diperoleh dari Dinas Pertanian dan Pangan Kabupaten Kulonprogo. Analisis yang digunakan yaitu analisis deskriptif yang disajikan dengan bantuan tabel dan gambar. Hasil penelitian menunjukkan : (1) Struktur hubungan rantai pasok cabai merah di Kecamatan Panjatan terbagi menjadi 3 Rantai yang terdiri dari 8 pelaku; (2) a. Sumber daya fisik yang dimiliki petani berbeda dari pelaku lain karena memiliki aktivitas produksi; b. Sumber daya teknologi di dominasi oleh Teknologi Informasi; c. Sumber daya manusia berupa tenaga kerja paling banyak dimiliki pelaku pasar lelang; d. Sumber daya modal paling banyak dikeluarkan oleh tengkulak karena melakukan pembelian setiap hari.

Kata Kunci : rantai pasok, cabai merah, sumber daya

ABSTRACT

RESOURCES FOR SUPPLY CHAIN OF RED CHILI IN PANJATAN DISTRICT KULONPROGO REGENCY. Kulonprogo Regency was a producer of red chili in the Special Region of Yogyakarta. The total production in 2016 was 18,805 tons. This study aimed to describe the structure of the red chili supply chain relationship and describe the resources of the red chili supply chain in Panjatan District, Kulonprogo Regency. The research location was determined intentionally with the help of Cluster Sampling in determining farmers' samples. The technique used was the Snowball Sampling to determine samples other than farmers. Respondents used consisted of 80 farmers, Treasurer of the auction market, 2 middlemen in Garongan Village, 2 Collecting Traders in Panjatan District, 3 Bandar PIKJ, 10 Centeng PIKJ, 20 PIKJ Retailers and 30 Consumers. Primary data collection was done by interviews and documentation with questionnaire aids. Secondary data were obtained from the Department of Agriculture and Food, Kulonprogo Regency. The analysis used was descriptive analysis presented with the help of tables and figures. The results showed: (1) The structure of the red chili supply chain relationship in Panjatan District was divided into 3 chains consisting of 8 actors; (2) a. Physical resources owned by farmers different from other actors because they had production activities; b. Technology resources are dominated by Information Technology; c. Human resources in the form of labor are mostly owned by auction market players; d. The most capital resources was spent by the middlemen because they made purchases every day.

Keywords: *supply chain, red chili, resources*