ABSTRACT

The increasing Strategy of Supply Chain at PT MOMENTA AGRIKULTURA

As an agriculture country, Indonesia has a capability to reproduce the agriculture during a whole year. Indonesia has also land and farmer which are able to be developing and also spent lower cost for the production cost. For the development of Indonesian vegetable market export, the market access is needed. For instance, PT. Momenta Agrikultura. Furthermore, this company has a good authorizing of the technique production which healthy and clean, good human resources development, and also strong support for fund and the transportation.

Hereafter, research was doing by PT. Momenta Agrikultura with their partner, inside one supply chain at Komplek Industri & Pergudangan Taman Tekno Blok A2 no. 5, Bumi Serpong Damai, Tangerang Banten 15311. When choosing the location, it is did from the opinion that either the company is middle-upper class which wants to develop the business with same research topic or not. Then, the research was held at July until November 2009. The result is the decision about who will be the first priority customer and supplier, which was the Family Strawberry for the first priority supplier and PT Cakrawala became the third in supplier priority.

In addition, the strategy which using AHP can get, are: 1)Alternative strategy for the partnership way, 2)Farmer resourcing strategy, 3)Increased the medium tools of the farmers, 4)Standaritization of the product quality strategy, 5)Social Care strategy

Keywords: Strawberry, Ciwidey, AHP, Supplier