



SUMMARY

SEFITIANA WULAN SARI. Analysis on the Performance Catfish Supply Chain in Indramayu, West Java. Supervised by RITA NURMALINA and BUDI SETIAWAN.

Indramayu is one of region in West Java which being the biggest catfish producer in West Java. Catfish (*Clarias sp.*) was the most popular aquaculture product. Catfish become popular caused by pecel lele restaurants, which need a lot of catfish supply. The increased of catfish demand should be balanced with supply to avoid scarcity in the market. Stable supply chain need continuity in the production and increasing the productivity of catfish. Supply chain should have efficient performance to get optimum profit.

This research was conducted to answer these needs through supply chain approach. Supply chain will give a complete picture about the flow of products, identification and real practice in the market. There were four purposes in this research, the first was to identify catfish channel and structure of supply chain in Indramayu, the second was to analyze added value of catfish supply chain and performance efficiency of catfish supply chain in Indramayu, and the last was to formulate the managerial implications of efficient catfish supply chain performance in Indramayu.

This research used four methods to answer the purposes. Descriptive analysis used to identify about the structure of catfish supply chain and also showed models of catfish supply chain distribution. Hayami method utilized to analyze value added among structure members. The DEA method used to measured supply chain performance efficiency, and GAP analysis utilized to made managerial impication.

The results of this research showed that the structure members of catfish supply chain in Indramayu included farmers member of group and farmers not member of group, bandar, CV Taman Lele Indramayu, bakul and also consumers. The consumers divided into traditional market seller, supermarket seller, and also pecel lele seller. The farmers member of group had lower bargaining position than the farmers who did not joint group. The market structure of catfish farmers was closer to oligopsony. The model of catfish supply chain distribution in Indramayu was diversers, but commonly divided into four types.

Added value analyzed only for catfish size with 7-9 fishs each kilogram. The value added measurement showed that on the structure of catfish supply chain in Indramayu, the farmers got the greatest value added mean farmers in Indramayu still got profit.

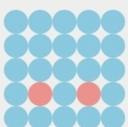
The result of measurement of performance efficiency gave the information that from 33 farmers member of groups, only three farmers had efficient supply chain 100%. The company got efficient value 1 or 100% meant company had efficient performance in supply chain. However from six bandars got measured only two of them was inefficient.

Based on the catfish supply chain structure, among members of catfish supply chain structure should made new perform the contractual agreement. Based on value added catfish supply chain, the greatest value added got by the farmers if farmers sold their catfish to bandar or bakul and then to traditional market. Performance efficiency in supply chain showed that performance supply of farmers member of group were not efficient compare to performance efficiency of bandar and the company.



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The conclusion from this research showed that performance of catfish supply chain analysis in Indramayu, catfish farmer were still not efficient on their production, but they got the highest profit among all the member of catfish supply chain. Catfish farmers got the greatest profit from their production, they deserve the greatest benefit for a long period of production.

Keyword: Catfish, Efficiency Performance, Supply Chain Structure, Value Added.

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