

## SUMMARY

ABIETA FELLYANTI BHUWANA PUTRI. Improvement Strategy of Broiler Supply Chain Performance on An Integrated Poultry Industry: Case Study at Sierad Produce Co. Supervised by MARIMIN and IMAM TEGUH SAPTONO.

The high demand of broiler meat and changes in people lifestyle has indicated that the big players in processed food industry have good business prospects. However, this prospecting momentum seems yet to be optimized by Sierad Produce Co. This is shown by sales decrease, specifically in poultry sales, in recent years. This indicates that Sierad Produce Co (SIPD) might have internal managerial issues.

The aims of the research are to (1) identify the broiler supply chain taht occurs on SIPD; (2) calculate the value added that is resulted by the activity of several broiler supply chain stakeholders on SIPD; (3) measure the broiler supply chain performance on PT Sierad Produce Tbk; and (4) formulate the recommendations strategy for improving broiler supply chain performance on SIPD. Data analysis methods used in this research are (1) general conditions of supply chain is analyzed by using Asian Productivity Organization (APO) Model; (2) data on value-added analysis of supply chain is processed using Hayami method; (3) the design of supply chain performance measurement metrics by using SCOR Model; (4) the determination of matrix weight for supply chain performance measurement by using Analytical Hierarchy Process (AHP); and (5) for determining the scale of alternatives strategy for improving broiler supply chain performance on Sierad Produce Co use Analytical Network Process (ANP).

The results of value-added analysis shows that the highest value-added is generated by food processing factory (downstream sector), that could be concluded the highest return to capital on a poultry industry due to technological factors; the results of supply chain measurement performancw shows that the low performance at commercial farm due to commercial farm didn't adaptive in meeting RPA demand; the results of improvement broiler supply chain performance strategic formulation shows that increasing the ability of human resources is the most influential strategic for improvement supply chain performance on Sierad Produce Co.

Keywords: AHP, ANP, poultry industry, supply chain management, SCOR

