MANAJEMEN RANTAI PASOK DAN KINERJA AGROINDUSTRI BERBASIS PANGAN LOKAL SERTA STRATEGI PENGEMBANGANNYA DI PROPINSI MALUKU

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ABSTRACT

This research aims to investigate: 1) the availability of local food to meet the consumption need; 2) local food agro-industry performance; 3) supply chain management of local food agro-industry and the effect towards the activity improvement of supply chain agents and agro-industry performance; and 4) the hierarchic relation among the components of developmental strategies' supports of local food agro-industry. The research was conducted in Maluku Province since it had a development center of sago and cassava local food agro-industry. The research data consisted of secondary and primary data. The research sampling was by multistage sampling; they were the sample farmers, craftsmans, merchants, consumers, and policy makers. The analysis result shows that: 1) there is surplus in production than the consumption need of sago and cassava in Maluku Province; 2) The measurement of agro-industry performance in value added shows that farmers received relatively lower value added ratio and income than the other chain agents; the relative efficiency measurement shows that the efficiency of sago agro-industry decision making unit is 60% and cassava agro-industry is 40.63%; the measurement of product diversification index shows that sago agro-industry is highly diversified (IE 1.95 > 1), while cassava agro-industry has not been diversified (IE 0.87 < 1); the measurement of profit function of every supply chain doer shows that if there is an increase in price, the profit would decrease, and conversely if there is a decrease in price, the profit would increase; marketing measurement shows that price share received by the craftsmen is lower than that of the merchants. The consumers' preference analysis result to the sago and cassava products is 88.19% and 77.99%, respectively. It shows that the product object and the attribute converter examined are related to each other and give information about the variation value; 3) The measurement of supply chain management components which are supply chain practice, supply chain attention, and supply chain competence affect the activity improvement of supply chain agents and agro-industry performance; and 4) The measurement the priority of sago agro-industry developmental strategy shows that technology has becomes the first priority to develop agro-industry since it related with the assists and accesses of the very low and limited processing technology. The second priority is capital. Since the modal assistance and the craftsmen's accesses to the business capital is very limited, it affects the business continuity. In the cassava agro-industry, it is found that marketing has becomes the first priority since recently the marketing of cassava products was run in the regency area which is needed market extension. The second priority is the capital since recently the craftsmen ran their businesses using their own capital which was very limited for operating the business.

Keywords: Agro-industry performance, local food, sago, cassava, consumption, supply chain management, and developmental strategies.

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