

LEMBAR PERSETUJUAN KOMISI PEMBIMBING

**MANAJEMEN RANTAI PASOK BERAS
PADA MASA PANDEMI COVID-19
DI PROVINSI GORONTALO**
(Studi Kasus Di Toko Tani Indonesia Center Kota Gorontalo)

TESIS

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MANAJEMEN RANTAI PASOK BERAS PADA MASA PANDEMI COVID-19 DI PROVINSI GORONTALO (Studi Kasus Di Toko Tani Indonesia Center Kota Gorontalo)

TESIS

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ABSTRAK

Yani Amu. 709 518 018. 2020. *Manajemen Rantai Pasok Beras Pada Masa Pandemi COVID-19 di Provinsi Gorontalo (Studi Kasus Di Toko Tani Indonesia Center Kota Gorontalo)*. Tesis Program Studi S2 Agribisnis, Program Pasca Sarjana, Universitas Negeri Gorontalo.

Penelitian bertujuan untuk (1) menganalisis kondisi rantai pasok beras pada masa pandemi COVID-19 di Provinsi Gorontalo. (2) menganalisis kinerja manajemen rantai pasok beras pada masa pandemi COVID-19 di Provinsi Gorontalo. Jenis penelitian studi kasus di Toko Tani Indonesia Center Kota Gorontalo. Analisis kondisi rantai pasok beras menggunakan metode analisis *Food Supply Chain Network* (FSCN), kinerja rantai pasok beras metode *Supply Chain Operation Reference* (SCOR). Sumber data dalam penelitian ini adalah data primer yang diperoleh melalui survey lapangan, menggunakan informasi dan wawancara, data sekunder diperoleh dari Dinas Pangan, Dinas Pertanian, BAPPPEDA, BPS Provinsi Gorontalo. Hasil penelitian ini menunjukkan bahwa (1) diperoleh 3 pola utama aliran rantai pasok beras, yakni aliran 1 (kelompok tani-gapoktan-TTIC-konsumen), aliran 2 (kelompok tani-gapoktan-pedagang grosir-pedagang eceran-konsumen), aliran 3 (BULOG-TTIC-konsumen). (2) Secara keseluruhan kinerja TTIC pada masa pandemi COVID-19 tergolong sudah unggul atau posisi terbaik. Setiap atribut pengukuran kinerja berada pada posisi superior.

Kata kunci: **Rantai Pasok Beras, TTIC, COVID-19**

ABSTRACT

Yani Amu. 709 518 018. 2020. *Management of Rice Supply Chain during Covid-19 Pandemic in Gorontalo Province (Case Study at Toko Tani Indonesia Center of Gorontalo City)*. Thesis. Master's Degree Program in Agribusiness, Postgraduate Program, State University of Gorontalo.

The research objectives are (1) to analyze the rice supply chain during Covid-19 Pandemic in Gorontalo Province, and (2) to analyze the performance of rice supply chain management during Covid-19 Pandemic in Gorontalo Province. As the method of analysis, Food Supply Chain Network (FSCN) is employed to analyze the rice supply chain, while Supply Chain Operation Reference (SCOR) is employed to analyze the performance of rice supply chain. The sources of data used are primary data from field survey, information, and interview, whereas the secondary data are obtained from Food Agency, Agriculture Agency, BAPPEDA (Regional Planning, Research and Development Agency), and Statistics Indonesia of Gorontalo Province.

The research findings show that (1) there are three main flows of rice supply chain namely flow 1 (farmer group-gapoktan or combined farmer group-TTIC-consumer), flow 2 (farmers group-gapoktan-wholesaler-retailer-consumer), and flow 3 (Bulog or the State Logistic Agency-TTIC-consumer). The market target of rice supply chain is community in Gorontalo Province, the development target during Covid-19 pandemic is online-based sale, the rice supply chain management is that TTIC purchases rice from gapoktan, weighs the rice, does sorting, does packaging, and sells it. The cooperation in terms of quantity, price, and quality between gapoktan and TTIC is agreed upon in the form of Memorandum of Understanding (MoU) and Cooperation Agreement (PKS). Meanwhile, the business process of supply chain from TTIC to consumer is risky in terms of packing size as the pandemic has led the customer to purchase rice in 2 kg, whereas TTIC's product is only in 5 kg package. (2) Overall, the performance of TTIC during Covid-19 pandemic is classified as superior or in the best position, which requires TTIC to maintain the performance.

Keywords: Rice Supply Chain, TTIC, Covid-19