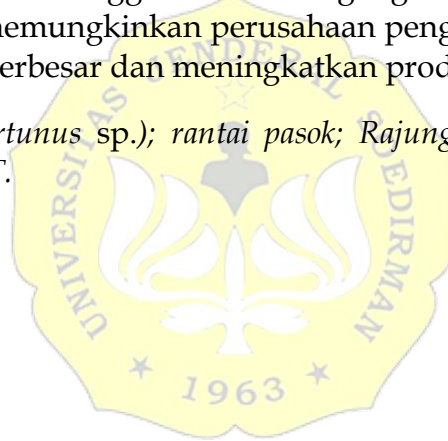


ABSTRAK

Rajungan merupakan salah satu komoditas ekspor dibidang perikanan. Penelitian ini berjudul Evaluasi Manajemen Produksi pada Rantai Pasok Rajungan (*Portunus* sp.) melalui *Good Manufacturing Practice* (GMP) : Studi Kasus Produk Rajungan Kaleng. Tujuan dari penelitian ini yaitu mengidentifikasi rantai pasok rajungan di perusahaan pengalengan rajungan, manajemen kualifikasi mutu di perusahaan pengalengan rajungan dan menganalisis pemasaran yang efektif pada perusahaan pengalengan rajungan. Penelitian ini menggunakan metode wawancara dan kuesioner. Berdasarkan hasil penelitian diketahui bahwa perusahaan pengalengan rajungan mempunyai dua anggota rantai pasok yaitu anggota rantai pasok primer dan sekunder. Manajemen kualifikasi di perusahaan pengalengan rajungan menggunakan metode *Good Manufacturing Practice* (GMP), hasil penelitian menunjukkan bahwa perusahaan pengalengan rajungan termasuk dalam klasifikasi ringan sehingga diperlukan frekuensi audit 1 kali per 6 bulan. Analisis pemasaran yang efektif menggunakan analisis SWOT, strategi pemasaran yang tepat menggunakan strategi agresif, artinya perusahaan dalam kondisi prima dan sangat memungkinkan perusahaan pengolahan rajungan untuk terus melakukan ekspansi, memperbesar dan meningkatkan produksi secara maksimal.

Kata kunci : Rajungan (*Portunus* sp.); rantai pasok; Rajungan kaleng; GMP assessment; analisis SWOT.



ABSTRACT

Blue Swimming Crab is one of the export commodities in the fisheries sector. Properly handling is needed to maintain the quality of Blue Swimming Crab meat. Canning is one way to maintain the quality of crab products. This research entitled Evaluation of Production Management on the Blue Swimming Crab Supply Chain (*Portunus* sp.) through Good Manufacturing Practice (GMP): Case Study of Canned Blue Swimming Crab Products. The purpose of this study is to identify the crab supply chain in the Blue Swimming Crab canning company, quality qualification management in the Blue Swimming Crab canning company and analyze effective marketing in the canning company. This research used interview and questionnaire methods. Based on the results of the research, it is known that the Blue Swimming Crab canning company was have two supply chain members operating in the production of canned crab, namely the primary and secondary supply chain members. Qualification management in Blue Swimming Crab canning companies used the Good Manufacturing Practice (GMP) method, the results show that crab canning companies are included in the light classification so that an audit frequency is needed 1 time per 6 months. Effective marketing analysis uses SWOT analysis, the right marketing strategy uses an aggressive strategy so that it is very possible for expand, enlarge growth and achieve maximum progress.

Key words : Blue Swimming Crab (Portunus sp.); supply chain; Blue Swimming Crab; GMP assessment; SWOT analysis.

