

RINGKASAN

Penelitian ini berjudul “Risiko Rantai Pasokan Telur Asin Dalam Perspektif Sistem *Traceability* (Studi Pada Industri Telur Asin Kecamatan Brebes Kabupaten Brebes). Tujuan dari penelitian ini adalah untuk mengetahui apakah *Flexibility Supply*, *Postponement*, *Strategy Stock and Flexibility Distribution* berpengaruh terhadap *Supply Chain Risk Management* pada pengusaha telur asin Kecamatan Brebes.

Sampel penelitian sebanyak 54 responden dari total 119 anggota populasi, diambil secara *quota sampling*. Jenis penelitian ini adalah penelitian survei dengan menggunakan kuesioner untuk dibagikan kepada responden. Penelitian ini dimaksudkan untuk mendapatkan informasi tentang fakta, pendapat, tindakan dan karakteristik responden yang menjadi populasi. Populasi dalam penelitian ini adalah pengrajin telur asin Kecamatan Brebes.

Hasil penelitian ini menunjukkan *Flexibility Supply*, *Strategy Stock and Flexibility Distribution* berpengaruh positif terhadap *Supply Chain Risk Management* pengusaha telur asin Kecamatan Brebes, sedangkan untuk *Postponement* memiliki tidak berpengaruh terhadap *Supply Chain Risk Management* dan tingkat keberhasilan regresi berganda model dalam penelitian ini sebesar 52 persen.

Kata Kunci: *Flexibility Supply*, *Postponement*, *Strategy Stock and Flexibility Distribution*, *Supply Chain Risk Management*.

SUMMARY

This study entitled Supply Chain Risk Salted Egg In Perspective Traceability System (Study on Industry Salted Egg, Brebes district, Brebes Sub-district, Brebes Regency). The purpose of this research is to find out whether Supply Flexibility, Postponement, Stock Strategy, and Flexibility Distribution have an influence on Supply Chain Risk Management to Salted Egg businessman Brebes distric.

The research sample about 54 respondents of total 119 members of population, taken by quota sampling. This type of research is a survey research using questionnaires to be distributed to respondents. This research is intended for information on the facts, opinions, actions and characteristics of the respondents who are the population. Popolation in this research is Salted Egg businessman the brebes of sub-district.

The results of this study indicate Flexibility, Stock Strategy, and Flexibility Transportation has positive effect on Supply Chain Management Risk salted egg businessman Brebes distric, while for the Postponement has not effect and the success rate of multiple regression model in this study amounted to 52 percent.

Key Word: Flexibility Supply, Postponement, Strategy Stock and Flexibility Distribution, Supply Chain Risk Management.