

RINGKASAN

Durian bawor merupakan buah yang sudah terkenal dan sering diikutsertakan pada berbagai festival sejak 2017. Konsumen durian bawor cukup luas hingga luar kota dan berdampak positif terhadap perekonomian petani. Masa panen yang musiman membuat harga durian bawor fluktuatif dan *supply* produk yang masih rendah. Tujuan penelitian ini meliputi: (1) mengetahui kondisi rantai pasok durian bawor di Kabupaten Banyumas (2) mengetahui kinerja rantai pasok durian bawor di Kabupaten Banyumas dan (3) mengetahui alternatif pengambilan keputusan dalam rantai pasok durian bawor di Kabupaten Banyumas.

Metode penelitian yang digunakan adalah survei dengan penentuan lokasi secara *purposive*. Penentuan responden petani menggunakan metode *Quota Sampling* (50 orang), lembaga pemasaran menggunakan *Snowball Sampling* (12 orang), serta 15 orang sebagai informan. Metode analisis data yang digunakan adalah deskriptif-kuantitatif yang mengacu pada kerangka *Food Supply Chain Network* (FSCN), efisiensi pemasaran dan *Analytical Hierarchy Process* (AHP).

Hasil penelitian menunjukkan kondisi rantai pasok durian bawor di Kabupaten Banyumas baik berdasarkan aspek sasaran, struktur, manajemen, sumber daya, serta proses bisnis. Kinerja rantai pasok menunjukkan bahwa margin pemasaran terkecil pada saluran 1 (petani-konsumen) karena memiliki rantai terpendek. Namun, saluran III (petani-pedagang besar dalam kota-konsumen) paling direkomendasikan karena pedagang besar dalam kota memiliki serapan produk terbanyak. Parameter *farmer's share* pada saluran 1 sampai 5 dikatakan efisien tetapi saluran 6 masih belum efisien. Berdasarkan analisis AHP, kualitas produk sebagai kriteria utama dengan alternatif pilihan yaitu peningkatan fungsi pemasaran petani dan lembaga pemasaran untuk mendukung pengembangan durian bawor di Kabupaten Banyumas.



SUMMARY

Bawor durian is a fruit that has been famous and often been included in various festivals since 2017. Consumers of Bawor durian are quite widespread outside the city and have a positive impact on the economy of the farmers. The seasonal harvest period makes the price of Bawor durian fluctuate and product supply is still low. The objective of this research include: (1) determine the condition of the bawor durian supply chain in Banyumas regency (2) determine the performance of the bawor durian supply chain in Banyumas regency and (3) find out alternative decision making in the bawor durian supply chain in Banyumas regency.

The research method used was a survey with purposive location determination. Determining farmer respondents using the Quota Sampling method (50 people), marketing agencies use Snowball Sampling (12 people), and 15 people as a informants. The data analysis method used is descriptive-quantitative which refers to the Food Supply Chain Network (FSCN), marketing efficiency and Analytical Hierarchy Process (AHP).

The results of research show that the condition of the Bawor durian supply chain in Banyumas regency is good based on aspects of targets, structure, management, resources, and business process. Supply chain performance shows that the smallest marketing margin in channel 1 (farmer-consumer) because it has the shortest chain. However, channel 3 (farmer-wholesaler in the city-consumer) is most recommended because wholesaler in the city have the highest product uptake. Farmer's share parameters in channels 1 to 5 are said to be efficient but channel 6 is still not efficient. Based on AHP analysis, product quality is the main criterion with an alternative choice, namely increasing the marketing function of farmers and marketing agencies to support the development of Bawor durian in Banyumas regency.