

RINGKASAN

Padi merupakan komoditas strategis di Indonesia karena berperan penting dalam aspek ekonomi, sosial, hingga politik. Jawa Tengah sebagai sentra produksi padi nasional mengandalkan BBTPH, termasuk BBTPH Wilayah Banyumas, untuk menyediakan benih unggul. Namun, dalam tiga tahun terakhir produksi benih padi di wilayah ini fluktuatif, belum mencapai target RENSTRA, dan distribusinya terkendala biaya, koordinasi, cuaca, ketersediaan benih sumber, serta serangan organisme pengganggu, sehingga diperlukan analisis rantai pasok untuk mencari strategi pengembangan.

Penelitian ini menggunakan metode campuran dengan desain exploratory sequential. Tahap kualitatif dilakukan melalui wawancara untuk memetakan aliran rantai pasok, dilanjutkan tahap kuantitatif dengan kuesioner. Lokasi penelitian mencakup wilayah kerja BBTPH Banyumas (Kabupaten Banyumas, Cilacap, Pemalang, Pekalongan, Banjarnegara, Tegal, dan Batang) pada Januari–April 2025 dengan responden 120 orang meliputi pihak BBTPH, produsen, pedagang, dan petani, sedangkan pengambilan sampel menggunakan metode snowball sampling.

Hasil penelitian menunjukkan rantai pasok benih padi melibatkan aliran produk, keuangan, dan informasi yang saling terhubung, namun masih menghadapi kendala koordinasi, keterlambatan pembayaran, dan potensi distorsi informasi. Analisis SCOR menghasilkan skor kinerja 94,5 dengan mutu benih tinggi dan distribusi cepat, tetapi masih lemah dalam perencanaan kebutuhan dan efisiensi produksi. Strategi prioritas meliputi digitalisasi distribusi, pengembangan varietas unggul tahan iklim, perluasan jaringan distribusi, penerapan marketplace resmi, peningkatan kapasitas produksi berbasis kemitraan, serta diversifikasi sumber benih dasar.

Kata Kunci: Benih padi, Rantai pasok, BBTPH Wilayah Banyumas, Kinerja SCOR, dan Strategi pengembangan.

SUMMARY

Rice is a strategic commodity in Indonesia due to its crucial role in economic, social, and political aspects. Central Java, as the national rice production center, relies on BBTPH (National Rice Farming Agency for Agricultural Production), including the Banyumas Region BBTPH, to provide superior seeds. However, over the past three years, rice seed production in this region has fluctuated, falling short of the RENSTRA target, and distribution has been hampered by costs, coordination, weather, the availability of source seeds, and pest infestations. Therefore, a supply chain analysis is needed to identify development strategies.

This study employed a mixed-methods, sequential exploratory design. The qualitative phase involved interviews to map the supply chain flow, followed by a quantitative phase using questionnaires. The study area covered the Banyumas BBTPH (Banyumas, Cilacap, Pemalang, Pekalongan, Banjarnegara, Tegal, and Batang Regencies) from January to April 2025. The study involved 120 respondents, including BBTPH representatives, producers, traders, and farmers. The snowball sampling method was used for sampling.

The research results show that the rice seed supply chain involves interconnected product, financial, and information flows, but still faces coordination challenges, payment delays, and potential information distortion. The SCOR analysis yielded a performance score of 94.5, indicating high seed quality and rapid distribution, but still weak in demand planning and production efficiency. Priority strategies include distribution digitalization, development of climate-resilient superior varieties, expansion of distribution networks, implementation of official marketplaces, partnership-based production capacity enhancement, and diversification of basic seed sources.

Keywords: Rice Seeds, Supply Chain, BBTPH Banyumas Region, SCOR Performance, and Development Strategy.