

ABSTRAK
PERUMUSAN STRATEGI *SUPPLIER RELATIONSHIP MANAGEMENT*
(SRM) BERDASARKAN EVALUASI BAHAN BAKU DAN EVALUASI
***SUPPLIER* SAYUR DALAM PROGRAM MAKAN BERGIZI GRATIS**
BANYUMAS

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Program Makan Bergizi Gratis (MBG) di Kabupaten Banyumas membutuhkan pengelolaan rantai pasok yang efektif untuk memastikan ketersediaan dan kualitas bahan baku sayur. Penelitian ini bertujuan merumuskan strategi *Supplier Relationship Management* (SRM) melalui integrasi evaluasi bahan baku dan evaluasi kinerja *supplier* yang bekerja sama dengan Yayasan Bentang Banyumas Sejahtera (YBBS). Evaluasi bahan baku dilakukan menggunakan metode *Fuzzy-MADM* dan *Multi-Dimensional Scaling* (MDS) untuk menentukan kelompok sayuran berdasarkan klasifikasi bahan baku dan *relationship attractiveness*. Hasil evaluasi menunjukkan bahwa sayur biji dan sayur tunas termasuk dalam kategori *transactional relationship*, sayur buah dan sayur umbi berada dalam *strategic relationship*, sedangkan sayur bunga dan sayur daun berada dalam *collaborative relationship*. Selanjutnya, evaluasi kinerja *supplier* dilakukan menggunakan metode *Entropy* untuk menentukan bobot kriteria dan metode COPRAS untuk memperoleh nilai akhir kinerja *supplier*. Hasil penelitian mengelompokkan *supplier* ke dalam tiga kategori, yaitu *excellent supplier* (RE dan EK), *good supplier* (IV, NU, MU), dan *bad supplier* (PU, KU, UN). Integrasi kedua hasil evaluasi digunakan untuk merumuskan strategi SRM melalui model *Supplier Relationship Assessment*, yang menghasilkan empat kelompok strategi, yaitu *prime group*, *collaboration group*, *maintenance group*, dan *improvement group*. Setiap kelompok diberikan rekomendasi strategi yang berbeda, mulai dari penguatan kemitraan jangka panjang, kolaborasi untuk peningkatan nilai bersama, pengembangan inovasi, hingga pembinaan dan evaluasi ketat bagi *supplier* dengan kinerja rendah.

Kata Kunci : *Supplier Relationship Management*, Makan Bergizi Gratis, Evaluasi bahan baku, Evaluasi *supplier*

ABSTRACT
FORMULATING SUPPLIER RELATIONSHIP MANAGEMENT (SRM)
STRATEGIES BASED ON VEGETABLE RAW MATERIAL EVALUATION
AND SUPPLIER EVALUATION IN THE FREE NUTRITIOUS MEAL
PROGRAM OF BANYUMAS

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The Free Nutritious Meal Program (MBG) in Banyumas requires an effective supply chain management system to ensure the availability and quality of vegetable raw materials. This study aims to formulate Supplier Relationship Management (SRM) strategies by integrating raw material evaluation and supplier performance assessment within Yayasan Bentang Banyumas Sejahtera (YBBS). Raw material evaluation was conducted using the Fuzzy-MADM and Multi-Dimensional Scaling (MDS) methods to determine the relationship category of each vegetable group based on material classification and relationship attractiveness. The results indicate that bean vegetables and sprout vegetables fall into the transactional relationship category, fruit vegetables and root vegetables fall into the strategic relationship category, while flower vegetables and leafy vegetables fall into the collaborative relationship category. Supplier performance was evaluated using the Entropy method to determine the weight of each criterion and the COPRAS method to obtain the final performance score. The results classify suppliers into three categories: excellent suppliers (RE and EK), good suppliers (IV, NU, MU), and bad suppliers (PU, KU, UN). The integration of both evaluation results was used to formulate SRM strategies through the Supplier Relationship Assessment model, which produces four strategy groups: prime group, collaboration group, maintenance group, and improvement group. Each group is provided with specific strategic recommendations, ranging from strengthening long-term partnerships and collaborative value creation to innovation development and intensive monitoring for low-performing suppliers.

Keywords : *Supplier Relationship Management, Free Nutritious Meal Program, Raw Material Evaluation, Supplier Evaluation*