

## RINGKASAN

*Carica (Carica pubescens)* merupakan komoditas khas Dataran Tinggi Dieng yang memiliki nilai ekonomi penting, terutama dalam industri pengolahan menjadi minuman sirup buah. CV Gemilang Kencana sebagai salah satu perusahaan pengolahan carica di Kabupaten Wonosobo menghadapi berbagai tantangan dalam rantai pasok, meliputi fluktuasi ketersediaan dan harga bahan baku serta ketatnya persaingan usaha. Kondisi tersebut berpotensi menimbulkan ketidakstabilan pasokan, tidak terpenuhinya permintaan pasar, serta ketidaksesuaian antara rencana dan realisasi produksi. Penelitian ini bertujuan untuk menganalisis kinerja rantai pasok carica di CV Gemilang Kencana menggunakan model *Supply Chain Operations Reference (SCOR)* yang dikombinasikan dengan metode *Analytical Hierarchy Process (AHP)*.

Penelitian ini menggunakan pendekatan studi kasus dengan objek rantai pasok CV Gemilang Kencana. Data primer diperoleh melalui kuesioner dan wawancara semi-terstruktur kepada lima informan kunci, sedangkan data sekunder diperoleh dari dokumentasi perusahaan dan studi pustaka. Analisis kinerja dilakukan berdasarkan lima atribut utama model SCOR versi 12.0, yaitu *reliability*, *responsiveness*, *agility*, *cost*, dan *asset management efficiency*, yang selanjutnya dibobotkan menggunakan metode AHP untuk menentukan prioritas perbaikan.

Hasil penelitian menunjukkan bahwa kinerja rantai pasok CV Gemilang Kencana berada pada kategori *good*, dengan nilai sebesar 77,24% berdasarkan pengukuran SCOR dan meningkat menjadi 78,41% setelah dilakukan pembobotan AHP. Meskipun secara umum kinerja telah berjalan baik, terdapat beberapa aspek yang memerlukan perhatian utama, terutama terkait kepatuhan jadwal pasokan bahan baku, pemanfaatan kapasitas produksi, serta kecepatan respons terhadap perubahan jadwal distribusi. Berdasarkan temuan tersebut, strategi perbaikan diarahkan pada penguatan koordinasi jadwal dengan pemasok, peningkatan sinkronisasi antarbagian internal, serta pengelolaan komunikasi pelanggan yang lebih terstruktur guna meningkatkan keandalan dan daya saing rantai pasok perusahaan secara berkelanjutan.

## SUMMARY

*Carica (Carica pubescens) is a distinctive commodity from the Dieng Plateau with significant economic value, particularly in the fruit syrup processing industry. CV Gemilang Kencana, as one of the carica processing companies in Wonosobo Regency, faces several supply chain challenges, including fluctuations in raw material availability and prices, as well as intense business competition. These conditions potentially lead to supply instability, unmet market demand, and discrepancies between production planning and realization. This study aims to analyze the supply chain performance of carica at CV Gemilang Kencana using the Supply Chain Operations Reference (SCOR) model integrated with the Analytical Hierarchy Process (AHP) method.*

*This research employed a case study approach focusing on the supply chain of CV Gemilang Kencana. Primary data were collected through questionnaires and semi-structured interviews with five key informants, while secondary data were obtained from company documentation and relevant literature. The performance analysis was conducted based on the five main attributes of SCOR version 12.0: reliability, responsiveness, agility, cost, and asset management efficiency. These attributes were then weighted using the AHP method to determine improvement priorities.*

*The results indicate that the overall supply chain performance of CV Gemilang Kencana falls into the good category, with a SCOR score of 77.24%, which increased to 78.41% after AHP weighting. Although the overall performance is satisfactory, several areas require further attention, particularly related to adherence to raw material delivery schedules, optimization of production capacity utilization, and responsiveness to distribution schedule changes. Based on these findings, improvement strategies are directed toward strengthening coordination with suppliers, enhancing internal cross-functional synchronization, and improving structured communication with customers in order to increase supply chain reliability and long-term competitiveness.*