

Abstrak

Kabupaten Pemalang merupakan salah satu sentra produksi kepiting soka (soft-shell crab) yang potensial di Jawa Tengah, namun keberlanjutan produksinya masih dihadapkan pada tantangan efisiensi rantai pasok dan fluktuasi pasar. Penelitian ini bertujuan untuk menganalisis hasil produksi kepiting soka, alur rantai pasok, dan strategi rantai pasok menggunakan model SWOT (Strengths, Weaknesses, Opportunities, Threats). Metode penelitian yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui observasi, wawancara mendalam kepada pembudidaya, pengepul, hingga pengecer. Hasil penelitian menunjukkan bahwa rata-rata hasil produksi menunjukkan nilai 11,5-20 kg/hari. Rantai pasok kepiting soka di Pemalang melibatkan alur rantai pasok, yakni pembudidaya, pengepul, tengkulak, supplier, pasar lokal, konsumen. Berdasarkan matriks SWOT, posisi rantai pasok kepiting soka di Kabupaten Pemalang berada pada Kuadran I (Growth), strategi tertinggi yaitu S-O (Strengths-Opportunities) yaitu meningkatkan stok produksi kepiting soka pembudidaya, meningkatkan produksi serta mutu hasil kepiting soka, membuka koperasi E-market atau bisnis online.

Kata Kunci: Kepiting Soka, Rantai Pasok, Analisis SWOT, Kabupaten Pemalang, Strategi Rantai Pasok



Abstract

Pemalang Regency serves as a vital production hub for soft-shell crab in Central Java; however, its production sustainability is challenged by supply chain inefficiencies and market fluctuations. This study aims to analyze production yields, supply chain structures, and strategic management using the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework. A descriptive qualitative method was employed, with data gathered through observation and in-depth interviews with stakeholders, including farmers, collectors, and retailers. The findings indicate that the average daily production yield ranges from 11.5 to 20 kg. The supply chain involves a network of farmers, collectors, middlemen, suppliers, local markets, and end consumers. Based on the SWOT matrix analysis, the supply chain in Pemalang Regency is positioned in Quadrant I (Growth). The primary recommended strategy is the S-O (Strengths-Opportunities) approach, which focuses on increasing production stocks, enhancing product quality, and establishing cooperatives through e-marketplaces or online business platforms.

Key words: Soft-shell crab, Supply Chain, SWOT Analysis, Pemalang Regency, Supply Chain Strategy

