ABSTRACT

SITI MALIHATUL AVIAH. A1510875. Supply Chain and Value Added Analyzes of Javanese Ginger (*Curcuma xanthorrhiza)* (A Case Study in Taman Sringanis Processing Industry, Bogor). Under immediate supervision of Himmatul Miftah and Ita Novita.

Javanese ginger is an herbal commodity commonly used in natural herbal medicine processing industry. Increasing consumption of natural herbal medicines should be appropriately managed and developed by natural medicine agroindustry. Better concern should be given to good management of supply chain of input distribution activity. Cost efficiency is one of the parameters used to measure the success of supply chain. Value added assessment is another indicator which can be used to assess the performance of a supply chain in Javanese ginger processing industry. Taman Sringanis processing industry in an agroindustry in Bogor which is facing problems in its supply chain. This industry is experiencing difficulties in raw material supply continuity and improper business management. This study was aimed at assessing supply chain activities, marketing efficiency, and value added of Javanese ginger as raw material for the production of natural herb medicines in Taman Sringanis processing industry. Data were subjected to descriptive and quantitative analyzes. Descriptive analysis was conducted by identifying supply chain activities and quantitative analysis was conducted by determining the marketing efficiency and value added. Results showed that there were two marketing channels and the activities involved in supply chain included information flow, good flow, and financial flow. Results of efficiency analysis showed that efficient margin value and farmer's share were obtained in marketing channel 1. Results of value added analysis by using the Hayami Method revealed that a value added of Rp 57,791.65 per kg was resulted from processing raw Javanese ginger into Javanese ginger extract.

Key words: *medicinal plant, Javanese ginger, supply chain, value added*

ABSTRAK

SITI MALIHATUL AVIAH. A1510875. Analisis Rantai Pasok dan Nilai Tambah Temulawak (*Curcuma xanthorrhiza)* (Studi Kasus : Industri Pengolah Taman Sringanis Kota Bogor). Di bawah bimbingan Himmatul Miftah dan Ita Novita.

Temulawak merupakan salah satu komoditas tanaman obat yang sering digunakan dalam industri pengolah obat bahan alam. Peningkatan konsumsi obat bahan alam harus dikelola dan dikembangkan lebih baik oleh agroindustri obat bahan alam. Pengembangan agroindustri obat bahan alam memerlukan manajemen yang baik pada rantai pasokan kegiatan distribusi input. Salah satu hal yang dapat dijadikan indikator bagi keberhasilan rantai pasok adalah efisiensi biaya disepanjang rantai pasokan. Perhitungan nilai tambah pada pengolahan temulawak (*Curcuma xanthorrhiza*) juga sebagai tolak ukur kinerja suatu rantai pasokan. Industri Pengolah Taman Sringanis merupakan salah satu agroindustri di Kota Bogor yang memiliki permasalahan terkait rantai pasok yaitu kontinuitas bahan baku yang kurang dan manajemen bisnis yang belum baik. Penelitian ini bertujuan untuk menganalisis aktivitas rantai pasok, efisiensi pemasaran dan nilai tambah temulawak (*Curcuma xanthorrhiza)* sebagai bahan baku obat bahan alam di Industri Pengolah Taman Sringanis. Data dianalisis secara deskriptif dan kuantitatif. Analisis deskriptif dengan mengidentifikasi aktivitas rantai pasok sedangkan analisis kuantitatif dengan menghitung nilai efisiensi pemasaran dan nilai tambah. Hasil penelitian ini adalah pada analisis aktivitas rantai pasok terdapat dua saluran pemasaran temulawak (*Curcuma xanthorrhiza*) dengan aktivitas rantai pasok yaitu aliran informasi, aliran barang dan aliran keuangan. Analisis efisiensi pemasaran menghasilkan nilai marjin dan *farmer's share* yang efisien diperoleh dari saluran pemasaran I. Analisis nilai tambah dengan Metode Hayami menghasilkan nilai tambah sebesar Rp 57.791,65/kg pada pengolahan temulawak menjadi Ekstrak Temulawak.

Kata kunci : *tanaman obat, temulawak, rantai pasok, nilai tambah*