

ABSTRAK

VIGIA MARFU'AH ZUHER. A.1610343. Analisis *Structure, Conduct, Performence* (SCP) dan Risiko Rantai Pasok Pepaya California (*carica papaya* L.) di Pasar Tradisional Kota Bogor. Di bawah bimbingan Himmatul Miftah dan Arti Yoesdiarti.

Pepaya California merupakan jenis Pepaya yang banyak disukai oleh konsumen. Penelitian ini bertujuan untuk menganalisis stuktur, perilaku, kinerja pasar dan risiko rantai pasok beserta mitigasinya. Data yang diambil adalah data primer melalui wawancara langsung dengan bantuan kuisisioner dan sekunder diperoleh dari literatur. Hasil penelitian menunjukkan struktur pasar yang terbentuk di tingkat pedagang pengumpul desa dan pedagang besar adalah monopolistik dan di tingkat pedagang pengecer oligopoli. Lembaga pemasaran yang terlibat lemah dalam penentuan harga. Terdapat empat saluran pemasaran yang terbentuk. Saluran I Pedagang pengumpul desa Jember-pedagang besar Kramat Jati-pedagang pengecer Pasar Tradisional Kota Bogor - konsumen akhir, saluran II Pedagang pengumpul desa Malang - pedagang besar Kramat Jati - pedagang pengecer Pasar Tradisional Kota Bogor - konsumen akhir, saluran III Pedagang pengumpul desa Cianjur – pedagang besar kramat jati – pedagang pengecer Pasar Tradisional Kota Bogor – konsumen akhir dan saluran IV Pedagang pengumpul desa Sukabumi – pedagang pengecer Pasar Tradisional Kota Bogor – konsumen akhir. Nilai margin pemasaran dan *farmer's share* pada analisis kinerja pasar menunjukkan saluran pemasaran III merupakan saluran yang memiliki margin pemasaran terendah yaitu Rp. 5.500,00 dan *farmer's share* paling tinggi yaitu 45%. Hasil analisis risiko rantai pasok dengan pendekatan *enterprise risk management* menunjukkan risiko paling tinggi adalah tidak terjual saat penjualan di tingkat pedagang besar dan risiko paling besar yang diterima pedagang pengecer saat penjualan yaitu susut bobot, rusak fisik dan tidak terjual.

Kata Kunci : *Pepaya california, struktur, perilaku, kinerja, dan risiko rantai pasok*

KAMPUS BERTAUHID

ABSTRACT

VIGIA MARFU'AH ZUHER. A.1610343. Structure, Conduct, Performance (SCP) Analysis and Supply Chain Risk of California Papaya (*carica papaya* L.) in Bogor City Traditional Market. Under guidance of Himmatul Miftah and Arti Yoesdiarti.

California papaya is a type of papaya that many consumers like. This study aims to analyze the structure, conduct, market performance and supply chain risks and their mitigation. The data taken are primary data through direct interviews with the help of questionnaires and secondary data obtained from the literature. The results showed that the market structure formed at the level of village traders and traders was monopolistic and at the oligopoly retailer level. The marketing agencies involved are weak in pricing. There are four marketing channels formed. Channel I Collector traders in Jember village - Kramat Jati wholesalers - Bogor City Traditional Market retailers - final consumers, channel II Malang village collectors - wholesalers Kramat Jati - Bogor City Traditional Market retailers - end consumers, channel III Cianjur village collectors - Kramat teak wholesalers - Bogor City Traditional Market retailers - end consumers and channel IV Sukabumi village collectors traders - Bogor City Traditional Market retailers - end consumers. The value of marketing margin and farmer's share in market performance analysis shows that marketing channel III is the channel that has the lowest marketing margin, namely Rp. 5,500.00 and the highest farmer's share is 45%. The results of supply chain risk analysis with an enterprise risk management approach show that the highest risk is not being sold at the wholesaler level and the greatest risk received by retailers when selling is weight loss, physical damage and unsold sales.

Keywords : *papaya californica*, s structure, conduct, market performance, supply chain risks.

