

ABSTRAK

RIRI SULISTIAWATI. A.1810780. Kinerja Rantai Pasok *Supplier* Komoditas Pepaya California (*Carica papaya L.*) *var calina*) dan Pemetaan Wilayah Pasar di KN Jaya Farm Kecamatan Rancabungur Kabupaten Bogor. Di bawah bimbingan HIMMATUL MIFTAH dan ITA NOVITA.

Penelitian ini bertujuan untuk menganalisis rantai pasok Pepaya California dari produsen ke distributor, menganalisis kinerja rantai pasok *supplier* Pepaya California di KN Jaya Farm Kecamatan Rancabungur Kabupaten Bogor, dan menyusun pemetaan wilayah *supplier* Pepaya California di KN Jaya Farm Kecamatan Rancabungur Kabupaten Bogor. Metode pengumpulan data dilakukan secara wawancara. Responden pada penelitian ini sebanyak 9 orang, *supplier* 7 orang, petani 1 orang dan distributor 1 orang. Analisis data menggunakan kuantitatif digunakan untuk menghitung matrik *Supply Chain Operation Reference* (SCOR) serta menganalisis rantai pasok Pepaya California dan menghitung pemetaan wilayah pasar Pepaya California menggunakan analisa *reactive programming*. *Supply Chain Operation Reference* (SCOR) digunakan untuk menghitung matrik SCOR pada setiap komponen rantai pasok, hasil perhitungan matrik telah melebihi target ideal sehingga nilai pencapaian matrik menunjukkan hasil yang baik pada setiap nilai komponen matrik. Analisa *reactive programming* pada setiap daerah *supplier* menunjukkan daerah Lampung dapat menambah jarak pemetaan pemasaran paling luas berada di daerah Tanggamus dengan menambah jarak seluas 115,5 km sampai ke Daerah Menangko dan Daerah Jawa Barat yang menambah jarak pemetaan pemasaran paling luas berada di Cianjur Selatan dengan menambah jarak seluas 153,2 km sampai ke daerah Pameungpeuk Garut.

Kata Kunci : *rantai pasok, pepaya california, supply chain operation reference, KN Jaya Farm*

ABSTRACT

RIRI SULISTIAWATI. A.1810780. The Performance of California Papaya Commodity *Supplier* Supply Chain (*Carica papaya* L.) *var calina*) and Market Area Mapping at KN Jaya Farm, Rancabungur District, Bogor Regency. Under the guidance of HIMMATUL MIFTAH and ITA NOVITA.

The purpose of this research is to analyze the California Papaya supply chain from producer to distributor, evaluate the performance of the California Papaya *Supplier* at KN Jaya Farm, Rancabungur District, Bogor Regency's supply chain., constructing a map of the California Papaya *Supplier* region at KN Jaya Farm, Rancabungur District, Bogor Regency; constructing a map of the California Papaya SUPPLIER region at KN Jaya Farm, Rancabungur District, Bogor Regency. Interviews were conducted in order to obtain data. There were 9 respondents of this research: 7 *Supplier*, 1 *Farmer*, and 1 *Distributor*. Analyzing quantitative data was utilized to map the California papaya market area using *Reactive Programming* analysis, generate the *Supply Chain Operation Reference* (SCOR) matrix, and assess the California papaya supply chain. *Supply Chain Operation Reference* (SCOR) is utilized to compute the SCOR matrix for every supply chain component, the findings of the calculation of the matrix have surpassed the ideal target, so that the achievement value of the matrix demonstrates excellent performance for each component value of the matrix. By adding a distance of 115.5 km to the Menangko area and 153.2 km to the Pameungpeuk Garut area, respectively, the Lampung area can increase the distance of the widest marketing mapping in the Tanggamus area, according to *Reactive Programming* analysis in each *Supplier* area. West Java area also contributes to the distance of the widest marketing mapping in South Cianjur.

Keywords: *supply chain, california papaya, supply chain operation reference, KN Jaya Farm*