

ABSTRAK

PT Sutracco Nusantara Megah merupakan perusahaan *multitrading* yang bergerak di bidang industri distribusi ekspor rumput laut kering (*Dried Seaweed*) & rempah-rempah (*Spices*). Produk unggulan dari perusahaan ini adalah rumput laut kering, dilihat dari dominasi *buyer* eksportir. Adanya indikasi risiko pada rantai pasok rumput laut kering yang dapat menyebabkan penurunan kualitas seperti ketidaksesuaian standar kadar air. Kondisi ini menyebabkan rantai pasok tidak dapat berjalan lancar, penurunan volume ekspor, ketidakpuasan, komplain *buyer* dan penolakan produk, sehingga perlu dilakukan aksi mitigasi risiko untuk mengurangi risiko pada rantai pasok. Tujuan penelitian ini adalah untuk mengidentifikasi, menganalisis risiko dan merancang usulan aksi mitigasi risiko rantai pasok rumput laut kering pada PT Sutracco Nusantara Megah. Metode yang digunakan adalah *Supply Chain Operation Reference* (SCOR) dan *House of risk* (HOR). Hasil penelitian menunjukkan terdapat *risk event* dan *risk agent* dengan urutan prioritas yakni musim hujan dan sumber daya manusia. Rancangan mitigasi risiko yang dapat diterapkan berdasarkan prioritas terdiri dari evaluasi dan *monitoring* kinerja sumber daya manusia tiga bulan sekali agar sesuai *Standard Operating rocedure* (SOP) standarisasi *checklist form* pengolahan rumput laut operasional harian, dan diikuti dengan pelatihan rutin sumber daya manusia. Hasil penelitian dapat menjadi pedoman bagi perusahaan *multitrading* untuk menetapkan strategi mitigasi risiko rantai pasok rumput laut kering.

Kata kunci: Ekspor; *House of risk*; Mitigasi; Rantai pasok; Risiko; Rumput laut.

ABSTRACT

PT Sutracco Nusantara Megah is a multi-trading company engaged in the export distribution industry of dried seaweed and spices. The company's flagship product is dried seaweed, seen from the dominance of export buyers. There are indications of risks in the dried seaweed supply chain that can cause a decrease in quality such as non-compliance with water content standards. This condition causes the supply chain to run smoothly, a decrease in export volume, dissatisfaction, buyer complaints and product rejection, so that risk mitigation actions are needed to reduce risks in the supply chain. The purpose of this study is to identify, analyze risks and design proposed risk mitigation actions for the dried seaweed supply chain at PT Sutracco Nusantara Megah. The method used is the Supply Chain Operation Reference (SCOR) and House of Risk (HOR). The results of the study indicate that there are risk events and risk agents with priority orders, namely the rainy season and human resources. A risk mitigation plan that can be implemented based on priorities consists of evaluating and monitoring human resource performance every three months to ensure compliance with the Standard Operating Procedure (SOP), standardizing the daily operational seaweed processing checklist form, and followed by routine human resource training. The research results can serve as a guideline for multi-trading companies in establishing risk mitigation strategies for their dried seaweed supply chains.

Keywords: *Export; House of risk; Mitigation; Supply chain; Risk; Seaweed*