

Dhany Firmansyah. NPM 220331100031. Analisis Risiko dan Strategi Mitigasi dalam Rantai Pasok Produk Keripik Jagung Menggunakan Metode *Rapid Agricultural Risk Assessment*. Di bawah Bimbingan **Dr. Banun Diyah Probowati, S.TP., M.Si.** dan **Hamzah Fansuri, S.ST., M.T.**

ABSTRAK

Rantai pasok produk keripik jagung di Pulau Madura berperan penting dalam mendukung keberlangsungan UMKM, namun masih terdapat berbagai risiko yang menimbulkan kerentanan pada setiap tingkatan rantai pasok sehingga memerlukan upaya mitigasi risiko. Tujuan dari penelitian ini adalah untuk memperoleh jenis-jenis risiko, menganalisis risiko, serta menyusun rekomendasi strategi mitigasi risiko pada rantai pasok produk keripik jagung di Pulau Madura. Metode penelitian yang digunakan ialah *rapid agricultural risk assessment* dengan teknik pengambilan data melalui *purposive sampling* dan *snowball sampling*. Hasil identifikasi menunjukkan bahwa pada tingkat pemasok, agroindustri dan *retailer* terdapat risiko operasional, lingkungan, finansial, pasar, dan regulasi, sedangkan pada tingkat konsumen terdapat risiko produk, kemasan, harga, dan kesukaan yang berkaitan dengan penerimaan produk keripik jagung di Pulau Madura. Hasil analisis risiko menunjukkan bahwa pemasok sangat rentan terhadap risiko finansial (*extremely vulnerable*) dan regulasi (*highly vulnerable*), di tingkat agroindustri sangat rentan terhadap risiko lingkungan (*extremely vulnerable*), di tingkat *retailer* cukup rentan terhadap risiko operasional dan finansial (*moderate vulnerability*), dan di tingkat konsumen sangat rentan terhadap risiko kemasan. Strategi mitigasi tingkat pemasok ditujukan pada risiko finansial melalui sistem penjualan hasil panen bertahap, penguatan akses modal dan pengelolaan keuangan, serta penetapan harga jual dan penerapan sistem pembayaran uang awal, untuk risiko regulasi berupa peningkatan akses informasi kebijakan dan pendampingan perizinan usaha. Strategi mitigasi di tingkat agroindustri terkait risiko lingkungan dilakukan melalui pengendalian kebersihan dan kelembapan ruang produksi serta penggunaan alat pengering tambahan saat musim hujan. Strategi mitigasi di tingkat konsumen terkait risiko kemasan dilakukan melalui pemilihan kemasan kedap udara, informasi label yang jelas, serta penyimpanan produk pada kondisi yang sesuai.

Kata Kunci: Keripik jagung, Mitigasi risiko, Rantai pasok

Dhany Firmansyah. NPM 220331100031. *Risk Analysis and Mitigation Strategies in the Corn Product Supply Chain Using Rapid Agricultural Risk Assessment.* Supervised by **Dr. Banun Diyah Probowati, S.TP., M.Si., and Hamzah Fansuri, S.ST., M.T.**

ABSTRACT

The corn chip product supply chain on Madura Island plays an important role in supporting the sustainability of MSMEs, but there are still various risks that cause vulnerability at every level of the supply chain, requiring risk mitigation efforts. The purpose of this study is to identify the types of risks, analyse the risks, and develop recommendations for risk mitigation strategies in the corn chip product supply chain on Madura Island. The research method used was rapid agricultural risk assessment with data collection techniques through purposive sampling and snowball sampling. The results of the identification show that at the supplier, agro-industry and retailer levels, there are operational, environmental, financial, market and regulatory risks, while at the consumer level there are product, packaging, price and preference risks related to the acceptance of corn chips on Madura Island. The risk analysis results showed that suppliers were extremely vulnerable to financial risks and highly vulnerable to regulatory risks, agro-industries were extremely vulnerable to environmental risks, retailers were moderately vulnerable to operational and financial risks, and consumers were extremely vulnerable to packaging risks. Mitigation strategies at the supplier level are aimed at financial risk through a gradual crop sales system, strengthening access to capital and financial management, and setting selling prices and implementing an advance payment system. Mitigation strategies at the regulatory level are aimed at increasing access to policy information and business licensing assistance. Mitigation strategies at the agro-industry level related to environmental risks are carried out through controlling the cleanliness and humidity of production rooms and using additional drying equipment during the rainy season. Mitigation strategies at the consumer level related to packaging risks are carried out through the selection of airtight packaging, clear label information, and storage of products in appropriate conditions.

Keywords: Corn chips, Risk mitigation, Supply chain