

Muhammad Amin. NIM 150321100037. Manajemen Risiko Usaha Pengolahan Otak-otak Bandeng Mak Cah di Kabupaten Gresik. Dibawah Bimbingan Dr. Mardiyah Hayati, SP., MP dan Dr. Elys Fauziyah, SP., MP

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## **ABSTRAK**

*Industri Otak-otak Bandeng Mak Cah merupakan industri yang bergerak dibidang pengolahan ikan bandeng menjadi produk Otak-otak Bandeng. Tujuan penelitian ini adalah mengetahui faktor risiko yang dialami usaha Otak-otak Bandeng Mak Cah, mengetahui faktor penyebab risiko tertinggi hingga terendah pada usaha Otak-otak Bandeng Mak Cah, serta mengetahui strategi yang dilakukan dalam menangani faktor risiko usaha Otak-otak Bandeng Mak Cah. Penelitian ini dilakukan di Desa Kroman Kecamatan Gresik Kabupaten Gresik. Metode yang digunakan dalam penentuan responden menggunakan purposive sampling atau secara sengaja dengan jumlah responden sebanyak 3 orang. Alat analisis yang digunakan adalah Failure Mode and Effect Analysis (FMEA), analisis deskriptif, strategi ex-ante, strategi interactive, dan strategi ex-post. Hasil Penelitian menunjukan terdapat tujuh faktor risiko yang dialami industri Otak-otak Bandeng Mak Cah yakni kualitas bahan baku bandeng, sapit yang susah didapatkan, pegawai yang tidak masuk, kesalahan dalam pembuatan produk, pesaing industri sejenis, harga bahan baku berfluktuasi, dan minimnya modal yang dimiliki. Harga bahan baku berfluktuasi, sapit yang susah didapatkan dan kualitas bahan baku bandeng merupakan faktor penyebab risiko tertinggi pada usaha Otak-otak Bandeng Mak Cah karena memiliki nilai Risk Priority Number (RPN) lebih besar dari pada nilai kritis RPN. Faktor penyebab risiko terendah adalah pesaing industri sejenis. Strategi yang dilakukan dalam penanganan risiko adalah melakukan manajemen stok, menambah jumlah supplier, dan menentukan kebijakan terkait standart bahan baku bandeng.*

*Kata Kunci: Usaha Otak-otak Bandeng, Manajemen Risiko, Failure Mode and Effect Analysis, Strategi Bisnis*

Muhammad Amin. NIM 150321100037. Risk Management Business of Mak Cah's Grilled Milk Fish Cake Processing in Gresik Regency. Under the guidance of Dr. Mardiyah Hayati, SP, MP and Dr Elys Fauziyah, SP, MP

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## **ABSTRACT**

*Mak Cah's grilled milk fish cake industry is an industry that producing of milk fish as a grilled milk fish cake product. The purpose of this study is to determine the risk factors experienced of Mak Cah's Grilled Milk Fish Cake business, to know the highest till lowest risk factors in Mak Cah's Grilled Milk Fish Cake business, and to know the strategies carried out in dealing with the risk factors of Mak Cah's Grilled Milk Fish Cake business. This research has been done in Kroman Village, Gresik District, Gresik Regency. The method used to determined the respondents was used purposive sampling or intentionally with the three respondents. The analytical tools used were Failure Mode and Effect Analysis (FMEA), descriptive analysis, ex-ante strategy, interactive strategy , and ex-post strategy. The results showed that there were seven risk factors happened by the Mak Cah's Grilled Milk Fish Cake industry, there are the quality of raw milkfish ingredients, hard to obtain sapit, absent of the employees, mistake in product manufacturing, similar industry competitors, fluctuating raw material prices, and lack of capital owned. Fluctuating prices of raw materials, hard to obtain sapit and quality of raw milkfish are the highest risk factors in Mak Cah's Grilled Milk Fish Cake business because of their Risk Priority Number (RPN) value is more than the critical value of RPN. The strategy that we can do to handle the risk is by well stock management, increase the number of suppliers, and determine related policies with milkfish raw materials standard.*

*Keywords: Grilled Milk Fish Cake Business, Risk Management, Failure Mode and Effect Analysis, Business Strategy*