

Devita Widiyawati. NPM 200331100096. Analisis Pengukuran Kinerja Menggunakan Pendekatan Model *Supply Chain Operations Reference* (SCOR) di UD. Bunga Laut Padelegan Pamekasan. Dibawah Bimbingan **Dian Farida Asfan, S.T., M.T.** dan **Nurmalisa Lisdayana S.TP., M.Si.**

ABSTRAK

Keterlambatan bahan baku mempengaruhi kecepatan dalam memenuhi pesanan pelanggan. Selama ini perusahaan hanya mengandalkan para nelayan setempat untuk mendapatkan bahan baku pembuatan teri krispi yang menyebabkan terhentinya produksi sehingga proses *Delivery* terganggu. Penelitian ini bertujuan untuk menganalisis kinerja *Supply Chain Management* dan memberikan solusi perbaikan atas masalah yang ada. Metrik yang dihitung diantaranya *Supply Chain Reliability* (POF), *Supply Chain Responsiveness* (OFCT), *Supply Chain Cost* (COGS & TCTS), *Supply Chain Asset Management* (CTCCT), dan menentukan *Benchmarking* target, serta *Fishbone Analysis*. Penelitian ini menggunakan metode *Supply Chain Operations Reference* (SCOR). Hasil analisis menunjukkan bahwa rantai pasok di UD. Bunga Laut berdasarkan tahapan-tahapan proses yang terdapat pada setiap bagian level 1 terdapat proses yang kurang efisien karena metrik pengukuran yang dimiliki UD. Bunga Laut khususnya nilai POF sebesar 57,5% yang berada jauh di bawah nilai *Superior* data *benchmark* yaitu $\geq 95\%$ dan nilai OFCT sebesar 12 hari berada di bawah nilai *Superior* data *benchmark* yaitu ≤ 3 hari. Sedangkan untuk nilai COGS sebesar 2%, TCTS sebesar 2,2% sudah mencapai target dan nilai CTCCT sebesar 11 hari berada pada posisi *Advantage*, sementara solusi perbaikan atas permasalahan yang ada di UD. Bunga Laut Padelegan Pamekasan yaitu mencari pemasok bahan baku dari desa lainnya yang dapat mengurangi ketergantungan pada pemasok bahan baku di desa setempat dan buat *Standart Operating Procedure* (SOP). Hasil penelitian ini memberikan informasi penting tentang pentingnya pengukuran kinerja bagi sebuah industri khususnya industri-industri kecil yang baru berkembang. Agar industri ini memiliki keunggulan bersaing dalam industri sejenis sehingga bisa meraih pangsa pasar dan mendapatkan keuntungan.

Kata Kunci: *Bahan Baku, Pengukuran Kinerja, Supply Chain.*

Devita Widiyawati. NPM 200331100096. *Performance Measurement Analysis Using the Supply Chain Operations Reference (SCOR) Model Approach at UD. Pamekasan Padelegan Sea Flower. Based on the Guide of Dian Farida Asfan, S.T., M.T. and Nurmalisa Lisdayana S.TP., M.Si.*

ABSTRACT

Delays in raw materials affect the speed of fulfilling customer orders. So far, the company has only relied on local fishermen to get the raw materials for making crispy anchovies, which has caused production to stop and the delivery process has been disrupted. This research aims to analyze the performance of Supply Chain Management and provide solutions to improve existing problems. Metrics calculated include Supply Chain Reliability (POF), Supply Chain Responsiveness (OFCT), Supply Chain Cost (COGS & TCTS), Supply Chain Asset Management (CTCCT), and determining Benchmarking targets, as well as Fishbone Analysis. This research uses the Supply Chain Operations Reference (SCOR) method. The analysis results show that the supply chain at UD. Bunga Laut based on the process stages contained in each level 1 section, there are processes that are less efficient because of the measurement metrics that UD has. Bunga Laut, in particular, has a POF value of 57.5%, which is far below the Superior data benchmark value, namely $\geq 95\%$, and an OFCT value of 12 days is below the Superior data benchmark value, namely ≤ 3 days. Meanwhile, the COGS value of 2%, TCTS of 2.2% has reached the target and the CTCCT value of 11 days is in the Advantage position, while the solution is to improve existing problems at UD. Bunga Laut Padelegan Pamekasan is looking for raw material suppliers from other villages who can reduce dependence on raw material suppliers in local villages and create a Standard Operating Procedure (SOP). The results of this research provide important information about the importance of performance measurement for an industry, especially small, newly developing industries. So that this industry has a competitive advantage in similar industries so that it can gain market share and gain profits.

Keywords: *Performance Measurement, Raw Materials, Supply Chain.*