

SUMMARY

LUKMAN Nurhuda. 0910440118. Analysis of Supply Chain Management Potato (*Solanum tuberosum* L.) Case Study on the village of Malang Kabupeten Ngadas Poncokusumo. Under the guidance of Prof. DR. Ir. Budi Setiawan, MS as a Main Supervisor and Dwi Retno Andriani, SP. MP as an Assistant Lecturer.

The average increase Indonesian population growth of 1.49% per year (BPS, 2010). This condition causes an increase in demand for horticultural products, one of which is the potato (*Solanum tuberosum* L.). Ngadas village Poncokusumo Malang is a center of potato production in East Java. The main problems faced by potato farmers Poncokusumo Ngadas Village district is unstable bidding amount of potatoes (supply), limited access to information, not smooth financial flow, the lack of activity of the product transformation into other refined products, as well as lack of coordination among agencies involved in the potato supply chain Ngadas ranging from farmers, local penebas, a wholesaler to the retail level.

Based on the problems in the potato supply chain system, it would require the application of supply chain management is well integrated and sustainable. Therefore it can be formulated as several research questions as follows: (1) How the potato supply chain in the Village Ngadas Poncokusumo? (2) How does the marketing efficiency of each potato marketing channels in the Village Ngadas Poncokusumo?. The purpose of this study is as follows: (1) Analyzing the potato supply chain in the Village Ngadas Poncokusumo (2) to analyze the efficiency of the marketing of potatoes in each potato marketing channels in the Village Ngadas Poncokusumo. The research was conducted in the village of Ngadas, Poncokusumo, Malang regency. Site selection is purposive with consideration of the reasons that the village is producing regions Ngadas potatoes (*Solanum tuberosum* L.) were highest in Malang regency which is about 51.9 tons. This study was conducted in January-March 2013.

Method of data analysis is descriptive analysis and quantitative analysis. Descriptive analysis was used to know the aspect of supply chain management that includes the identification of members of the supply chain, the various activities undertaken by the respective marketing agencies and activities related to the supply chain management area, as well as the pattern of the flow of goods, money and information in the supply chain potatoes Ngadas village. While quantitative analysis is used to determine the level of efficiency of 3 channels contained in the potato supply chain Ngadas.

Descriptive analysis showed that the primary members of the supply chain consists of Ngadas village potato growers, local penebas, wholesalers and retailers. Supply chain management includes activities to obtain raw materials, production planning, production and distribution activities potatoes to consumers. In the event there is a 3 channel distribution utama potato marketing channel marketing is predicted to Main Market, Mantung Agribusiness Market district. Pujon and Traditional Markets Wajak marketing channels. The main problems faced by potato farmers Poncokusumo Ngadas Village district is unstable bidding amount of potatoes

(supply), limited access to information, not smooth financial flow, the lack of activity of the product transformation into other refined products, as well as lack of coordination among agencies involved in the potato supply chain Ngadas ranging from farmers, local middleman, a wholesaler to the retail level. In addition there are problems that occur due to external factors that influenced climate change and pest attack (OPT). Quantitative subsequent data analysis in this study to obtain data that details the total value of margin on the marketing channel I was Rp. 1600.00 / kg, the marketing channel II Rp. 2300.00 / kg, and marketing channels III of Rp. 1300.00 / kg. Margin distribution analysis results showed that the distribution of marketing margins on potato in the study area have not been evenly distributed. It can be seen from the marketing agency that takes greater advantage. While the results of analysis of the share or part of the price received by farmers for marketing channels showed I was at 68.63%, the marketing channel II was 60.34% and the third marketing channel of Rp. 68.63. This shows that the share price gained all the farmers have not been efficient marketing channels for farmers share is still less than 90%. Based indicators of supply chain management, distribution margins, farmers gained share, channel III is the most efficient channels and deserves to be developed in a sustainable manner. Suggestions for Ngadas rural farmers should seek price information and information related to consumer preference information for potato products that consumers desire widened, but it should they perform post-harvest activities include sorting and grading and processing to enhance the value of potatoes.