

***ANALYSIS OF SUPPLY CHAIN MANAGEMENT PERFORMANCE
BANANA AVAILABILITY IN THE PRODUCTION
OF BANANA TAPE AT UD. AROMA
LUMAJANG REGENCY***

Meri Fairuz Nabila

*Agroindustry Management Program
Department of Agribusiness Management*

ABSTRACT

Agroindustry plays a strategic role in the economy of East Java Province through the processing of fruits such as bananas. UD. Aroma in Lumajang Regency is a micro-enterprise that produces banana tape however, it faces the challenge of unstable raw material availability, which results in production disruptions, increased costs, and a decline in sales volume. This study aims to analyze the mechanisms and performance of supply chain management in improving the efficiency of banana tape production. The study employs a quantitative descriptive approach using a survey method. The purposive sampling technique involves suppliers, manufacturers, and distributors as respondents. Data were collected through observation, interviews, and documentation. Analysis was conducted using the Supply Chain Operations Reference (SCOR) model, which encompasses five performance attributes: reliability, responsiveness, agility, cost, and assets, as well as five core processes: plan, source, make, deliver, and return. The research findings indicate that the performance of farmers and manufacturers reached the superior category on the POF and OFCT indicators, while the retail sector was at the gap-parity level for the TSCC indicator at 279.63%, due to fluctuations in raw material supply from farmers, which resulted in production delays and a decline in sales volume. This study recommends improvements through timely planting and harvesting schedules and cost optimization to support business sustainability.

Keywords: UD. Aroma; SCOR, supply chain, banana tape