

Analysis of the Status of Sustainability and Priority Strategies for Improving the Performance of the Coffee Agroindustry Supply Chain In Jember

Imroatul Khoiriyah¹, Nanang Dwi Wahyono², Tanti Kustiari³

¹*Student of Postgraduate, Agribusiness, Politeknik Negeri Jember*

²*Lecturer of Postgraduate, Agribusiness, Politeknik Negeri Jember*

³*Lecturer of Postgraduate, Agribusiness, Politeknik Negeri Jember*

e-mail: imroatulkhoiriyah1206@gmail.com

ABSTRACT

Processed coffee products in Jember Regency have the potential for added value from the coffee agroindustry. The development of coffee agro-industry centers should be viewed as the development of a system whose performance must always be measured. This performance measurement is related to the supply chain and marketing channels of the coffee agroindustry. This research was conducted in Jember Regency with the aim of analyzing the sustainability of the supply chain performance of the coffee agroindustry in Jember Regency. The analytical method used is Multidimensional Scaling (MDS) to analyze the sustainability status and the Analytic Hierarchy Process (AHP) method to determine a strategy to improve the supply chain performance of the coffee agroindustry. The results of the analysis show that each dimension has two priority attributes including the ecological dimension, namely: 1) the potential of garden land, and 2) the level of soil fertility; economic dimensions, namely: 1) price stability, and 2) market reach; social dimensions, namely: 1) plantation extension workers, and 2) community empowerment; dimensions of technology, namely: 1) standardization of quality, and 2) community response to new technologies; institutional dimensions, namely: 1) extension institutions, and 2) marketing institutions. This study recommends a price stability strategy to build partnerships between coffee farmers and agro-industry to improve the performance and sustainability of the coffee supply chain in Jember Regency.

Keywords: *MDS, AHP, Coffee Agroindustry, Supply Chain Performance, Jember Regency.*