

Supply Chain Analysis of Broiler Chicken in Jombang Regency

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ABSTRACT

Broiler chicken meat is a food of high nutritional quality and is relatively easily accessible to consumers, both in terms of availability and affordability. Jombang Regency is an industrial center for broiler meat production on the island of Java. The supply chain or supply chain is a concept that emphasizes an integrated pattern regarding the product flow process from suppliers, manufacturers, retailers to consumers. This study aims to: (1) determine the supply chain system of broiler chicken in Jombang Regency; (2) knowing the marketing margin in the supply chain of broiler chicken in Jombang Regency; (3) determine the marketing efficiency in the supply chain of broiler chicken in Jombang Regency. The method in this study used a descriptive method. The sampling method in this research is purposive sampling and snowball sampling. Data analysis used is descriptive qualitative analysis to describe the supply chain system, and quantitative descriptive analysis to calculate marketing margins and marketing efficiency. The results showed that there were 7 (seven) patterns of supply chain broiler chicken meat in Jombang Regency. Suppliers of raw materials in the form of live broiler chickens come from several areas in East Java. While the marketing area covers the area of Java to outside the island such as Bali, NTT and Papua. The largest marketing margin in the supply chain pattern VII is Rp. 20.139,- and the lowest margin is in the chain pattern II, which is Rp. 11,200. The efficiency level of the broiler meat supply chain in Jombang Regency is entirely efficient because it has an efficiency level below 33%.

Keywords : Broiler Meat, Supply Chain, Marketing Margin, Marketing Efficiency