

ABSTRAK

Produksi ayam broiler di Jawa Tengah sebagian besar dijalankan dalam sistem kemitraan antara peternak plasma, rumah potong mitra, dengan perusahaan inti. Namun, peternak plasma dan rumah potong kemitraan masih menghadapi permasalahan pada keberlanjutannya. Penerapan keberlanjutan dalam rantai pasok ayam broiler dipengaruhi oleh berbagai faktor, salah satunya faktor penghambat. Untuk memastikan strategi rantai pasok berkelanjutan dapat diterapkan dengan maksimal, perlu adanya upaya mengatasi kendala yang menghambat implementasi. Penelitian ini bertujuan untuk mengidentifikasi penghambat prioritas memahami keterkaitan antarfaktor penghambat, serta memberikan rekomendasi kebijakan. Untuk memberikan gambaran besaran pengaruh dan sifat masing-masing faktor, digunakan gabungan metode Grey Decision Makin Test and Evaluation Laboratory (Grey-DEMATEL) dan Interpretative Structural Model (ISM). 6 ahli dari pemerintahan, praktisi, serta akademisi dilibatkan untuk mengevaluasi penghambat agar penelitian menggambarkan berbagai sudut pandang. 14 faktor penghambat didapatkan melalui studi literatur dan 10 dianggap relevan dengan topik penelitian. Masing-masing faktor valid dikelompokkan berdasarkan kelompok pengaruh, besar pengaruh, dan prioritasnya. Faktor kurangnya kebijakan perusahaan merupakan faktor dengan prioritas tertinggi. Penelitian ini turut memberikan rekomendasi kebijakan untuk mengatasi 3 faktor penghambat prioritas.

Kata kunci: ayam broiler; Grey-DEMATEL; ISM; peternakan kemitraan; rantai pasok berkelanjutan

ABSTRACT

Broiler chicken production in Central Java is primarily carried out through a partnership system involving plasma farmers, partner slaughterhouses, and core companies. However, these stakeholders still face sustainability challenges. The implementation of sustainable practices in the broiler chicken supply chain is influenced by various factors, including barriers. Efforts are needed to address obstacles hindering the optimal implementation of sustainable supply chain strategies. This research aims to identify priority barriers, understand the relationship between inhibiting factors, and provide policy recommendations. To assess the influence and nature of each factor, a combination of the Grey Decision Making Test and Evaluation Laboratory (Grey-DEMATEL) and Interpretative Structural Model (ISM) methods was used. Six experts from government, practitioners, and academics participated in evaluating barriers to ensure a diverse range of perspectives. Fourteen barriers were identified through a literature review, and 10 were considered relevant to the research topic. Each valid factor is grouped based on influence group, influence size, and priority. The lack of company policy is identified as the factor with the highest priority. This research also offers policy recommendations to address the top three priority barriers.

Keywords: broiler chicken; Grey-DEMATEL; ISM; partnership farming; sustainable supply chain