ANALISIS MANAJEMEN RANTAI PASOK DAN NILAI TAMBAH BUAH STROBERI DI NAGARI BALINGKA KABUPATEN AGAM

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ABSTRAK

Nagari Balingka, Kabupaten Agam sebagai sentra produksi stroberi terbesar di Provinsi Sumatera Barat masih menghadapi kendala dalam penanganan pascapanen, distribusi, dan tata kelola rantai pasok. Penelitian ini bertujuan untuk menganalisis struktur dan manajemen rantai pasok, nilai tambah, serta karakteristik mutu buah stroberi di Nagari Balingka, Kabupaten Agam. Analisis rantai pasok menggunakan kerangka *Food Supply Chain Network* (FSCN), nilai tambah menggunakan metode Hayami, serta pengamatan mutu meliputi parameter fisik, kimia, dan mikrobiologi. Hasil penelitian menunjukkan bahwa struktur rantai pasok buah stroberi terdiri atas delapan jalur dengan manajemen yang didominasi hubungan informal berbasis kepercayaan. Petani memperoleh rasio nilai tambah tertinggi dengan rata-rata sebesar 68,3%, sedangkan pelaku lainnya lebih rendah dan bervariasi. Mutu buah stroberi secara visual tergolong baik, namun ukuran dan bobot belum sepenuhnya memenuhi standar SNI. Kadar air relatif tinggi dan seragam, tekstur bervariasi, serta masih ditemukan cemaran mikroba, meskipun residu pestisida dan logam berat berada di bawah batas maksimum.

Kata kunci: mutu, nilai tambah, rantai pasok, stroberi

Supply Chain Management Analysis and Value Added of Strawberries in Nagari Balingka, Agam Regency

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ABSTRACT

Nagari Balingka, Agam Regency, as the largest strawberry production center in West Sumatra Province, still faces challenges in postharvest handling, distribution, and supply chain governance. This study aims to analyze the structure and management of the supply chain, value added, and the quality characteristics of strawberries in Nagari Balingka, Agam Regency. Supply chain analysis was conducted using the Food Supply Chain Network (FSCN) framework, value-added analysis employed the Hayami method, and quality assessment included physical, chemical, and microbiological parameters. The results show that the strawberry supply chain consists of eight distribution channels, with management dominated by informal, trust-based relationships. Farmers obtain the highest value-added ratio, with an average of 68.3%, while other actors receive lower and more variable value added. The visual quality of strawberries is generally good; however, their size and weight do not fully comply with the Indonesian National Standard (SNI). Moisture content is relatively high and uniform, texture varies, and microbial contamination is still present, although pesticide residues and heavy metal contents remain below the maximum permissible limits.

Keywords: quality, strawberries, supply chain, value added