

ABSTRAK

MILASARI, 2026. Manajemen Rantai Pasok Komoditas Kapulaga di Desa Bangunkarya Kecamatan Langkaplancar Kabupaten Pangandaran. Dibawah bimbingan **IWAN SETIAWAN** dan **MOCHAMAD ARIEF RIZKI MAULADI**.

Komoditas kapulaga merupakan salah satu komoditas perkebunan yang berperan sebagai sumber pendapatan masyarakat di Desa Bangunkarya, Kecamatan Langkaplancar, Kabupaten Pangandaran. Namun, dalam pengelolaannya masih terdapat berbagai kendala, seperti keterbatasan akses informasi pasar, koordinasi antar pelaku rantai pasok yang belum optimal, serta ketergantungan petani terhadap pedagang pengumpul. Penelitian ini bertujuan untuk menganalisis manajemen rantai pasok komoditas kapulaga yang meliputi struktur rantai pasok, aliran produk, aliran informasi, aliran keuangan, dan efektivitas kinerja rantai pasok. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Informan penelitian terdiri atas petani kapulaga, pedagang pengumpul, dan pedagang besar yang ditentukan secara sengaja. Pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi, sedangkan analisis data menggunakan reduksi data, penyajian data, serta penarikan kesimpulan. Hasil penelitian menunjukkan bahwa rantai pasok komoditas kapulaga melibatkan petani, pedagang pengumpul, dan pedagang besar. Aliran produk dan aliran keuangan berjalan baik, sedangkan aliran informasi belum sepenuhnya optimal karena informasi harga dan permintaan pasar masih didominasi oleh pedagang. Secara keseluruhan, manajemen rantai pasok komoditas kapulaga telah berjalan cukup efektif, namun masih diperlukan peningkatan koordinasi, transparansi informasi, dan akses pasar agar efisiensi rantai pasok serta kesejahteraan petani dapat meningkat.

Kata Kunci: Aliran Informasi, Aliran Keuangan, Aliran Produk, Kapulaga, Manajemen Rantai Pasok.

ABSTRACT

MILASARI, 2026. *Supply Chain Management of Cardamom Commodity in Bangunkarya Village, Langkaplancar District, Pangandaran Regency. Supervised by IWAN SETIAWAN and MOCHAMAD ARIEF RIZKI MAULADI.*

Cardamom is one of the plantation commodities that serves as a source of income for the community in Bangunkarya Village, Langkaplancar District, Pangandaran Regency. However, its management still faces several challenges, including limited access to market information, suboptimal coordination among supply chain actors, and farmers' dependence on collecting traders. This study aimed to analyze the supply chain management of the cardamom commodity, including the supply chain structure, product flow, information flow, financial flow, and the effectiveness of supply chain performance. This research employed a qualitative method with a descriptive approach. The research informants consisted of cardamom farmers, collecting traders, and wholesalers, who were selected purposively. Data were collected through observation, interviews, and documentation, while data analysis was conducted through data reduction, data display, and conclusion drawing. The results showed that the cardamom supply chain involves farmers, collecting traders, and wholesalers. Product flow and financial flow were found to operate effectively, while information flow was not yet fully optimal because price and market demand information were still dominated by traders. Overall, the supply chain management of the cardamom commodity has been implemented quite effectively. However, improvements in coordination, information transparency, and market access are still needed to enhance supply chain efficiency and improve farmers' welfare.

Keywords: *Cardamom, Financial Flow, Information Flow, Product Flow, Supply Chain Management.*