

**Analisis Understanding, Awareness dan Current Practice terhadap Supply Chain sebagai Sumber Competitive Advantage (Studi Kasus PT. NIP, Perusahaan Distributor Kimia Pertanian) = Analysis of Understanding, Awareness and Current Practice of the Supply Chain as a Sources of Competitive Advantage (Case Study at PT. NIP, Agrochemical Distributor Company)**

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Abstrak

Peraturan Pemerintah No.74 Tahun 2001 tentang Pengelolaan Bahan Berbahaya dan beracun telah mendorong persaingan industri kimia pertanian semakin kompetitif. Persaingan ini menyebabkan banyak perusahaan yang mendaftarkan formulasi produknya kepada Departemen Pertanian, sehingga banyak bermunculan perusahaan-perusahaan baru. Hal ini menuntut perusahaan untuk meningkatkan pemahaman, kesadaran serta penerapan sumber daya dan kemampuan agar tetap memiliki sumber keunggulan bersaing. Salah satu cara yang ditempuh adalah melalui rantai pasokan. Rantai pasokan merupakan penghubung antara pemasok, distributor, manufaktur dan pelanggan, sehingga perusahaan harus bisa memaksimalkan apa yang mereka sudah miliki. Hasil penelitian menyarankan kepada PT. NIP agar mengerti dan menyadari bahwa penerapan sistem rantai pasokan merupakan salah satu sumber keunggulan bersaing perusahaan untuk memenangkan kompetisi yang sudah sangat ketat.

<hr>Government regulation No.74, 2001 regarding the management of hazardous and poisonous chemical substances has created stiffer competition in the agrochemical industry in Indonesia. The regulation has changed the industry's competitive environment since many existing companies have been encouraged to register new brands to the ministry of agriculture. At the same time, many firms such as the new entrants have also entered the industry and pushed the creation of higher competition. This situation causes the firms in the industry to manage the awareness and understanding to create Sustainable Competitive Advantage (SCA) through the utilization of resources and capabilities. One of the efforts to create SCA is through Supply Chain Management (SCM). The result of this research suggests that PT. NIP must be aware and understand that SCM can be the source of SCA to win the competition.