

# Perancangan Strategi Peningkatan Kinerja Green Supply Chain Management Menggunakan Metode Green Supply Chain Operations Reference (G SCOR) pada Industri Pakan Akuakultur = Designing A Performance Improvement Strategy for Green Supply Chain Management Using Green Supply Chain Operations Reference (G SCOR) Method in Aquaculture Feed Industry

Nadhif Putra Widiyansah, author

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## Abstrak

Penelitian ini membahas tentang pengukuran dan perancangan strategi peningkatan kinerja Green Supply Chain Management yang meliputi keseluruhan proses supply chain pada Perusahaan yang bergerak di industri pakan akuakultur. Penelitian ini menggunakan pendekatan utama, yaitu Green Supply Chain Operations Reference (GSCOR) untuk membuat model kerangka pengukuran kinerja yang terbagi ke dalam tiga level hirarki, dengan metode pendukung berupa Analytical Hierarchy Process (AHP) untuk pembuatan struktur hirarki serta pembobotan indikator kinerja dan metode Objective Matrix (OMAX) untuk menentukan indikator kinerja yang menjadi prioritas utama perbaikan. Hasil penelitian menunjukkan bahwa Perusahaan yang bergerak di Industri Pakan Akuakultur ini perlu melakukan perbaikan terhadap tujuh indikator kinerja untuk meningkatkan kinerja Green Supply Chain Management yang meliputi Number of Meeting with Suppliers About Environmental Metrics/Criteria (P.2.1), Supplier with an EMS or ISO 14001 Certification (S.1.1), Water Usage (M.3.3), Greenhouse Gas Emission (M.4.1), Broken Product During Storage (D.1.1), Distribution or Material/Product Handling Vehicle Using Alternative Fuels (D.1.2), dan Number of Trained Workers on Environmental Requirements (E.1.1).

.....This research discusses about the measurement and design of performance improvement strategies for Green Supply Chain Management, which encompasses the entire supply chain process of a company operating in the aquaculture feed industry. The research utilizes the main approach, namely Green Supply Chain Operations Reference (G SCOR), to create a performance measurement framework divided into three hierarchical levels. The supporting methods employed include Analytical Hierarchy Process (AHP) for hierarchy structure creation and performance indicator weighting, as well as Objective Matrix (OMAX) for determining priority performance indicators for improvement. The research findings indicate that the company operating in the aquaculture feed industry needs to improve seven performance indicators to enhance Green Supply Chain Management performance. These indicators include the Number of Meeting with Suppliers About Environmental Metrics/Criteria (P.2.1), Supplier with an EMS or ISO 14001 Certification (S.1.1), Water Usage (M.3.3), Greenhouse Gas Emission (M.4.1), Broken Product During Storage (D.1.1), Distribution or Material/Product Handling Vehicle Using Alternative Fuels (D.1.2), dan Number of Trained Workers on Environmental Requirements (E.1.1).