
Flexibility Management in Environmental Dynamic Supply Chain Management Study on Cracker Commodity in Surabaya City

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Abstract

Supply chain management is a set of activities within a business process involving the production, delivery, storage, distribution and sale of the product in order to set up the existing requests will be fulfilled. The practice of supply chain management especially in the process of physical distribution of an item is very important for entrepreneurs. Flexibility management is capability company to quickly and effectively adjust supplies, packaging, warehousing and transportation physical product to respond to the needs of customers. The purpose of this research is to identify how the implementation of flexibility management in the supply chain management of cracker commodity in Surabaya city. The kind of this research is descriptive qualitative where use informant to find and collect data. In this research case is the factory, collectors and traders in traditional markets in Surabaya city. Conclusion of this research is flexibility management in supply chain management on cracker commodity in Surabaya city not properly applied and it is not too effective and efficient.

Keywords: *flexibility management, supply chain management*

INTRODUCTION

Current existing business in this world business Where between company compete in fulfilling various requests increasingly consumers tall as consequence pollution residents, of course consumer hope quality products Good with price affordable, deep dynamics environment there's been a lot of effort experience significant improvement in the economy finance and economics monetary in Society as activity economy sustainable.

In activities business, company in dynamics environment and change climate has applied management chain supply as effort overcome competition that occurs in this world business Where with understand management chain supply We can know Where location lack as well as excess in business carried out. Businessman commodity shrimp crisp need understand about chain supply to be fast choose track good distribution, so can get more profits. Commodity shrimp crisp is material necessary food all over society, for used in consumption House

ladder nor activity business such as depots, restaurants and others. This causes request will commodity shrimp crisp keep going up from year to year.

Distribution in a way maximum is an important point for company For operate business, because That company need do good distribution, ie How company can adapt time, distribution process and existing environment, this can be done done with Good If company understand about flexibility management. Flexibility management is ability company For in a way fast and effective adapt various matter including inventory, packaging, warehousing and transportation physique product For respond request customer.

Research purposes

The aim of this research is to know activity management flexibility in dynamics environment in management chain supply commodity crackers in the city of Surabaya.

METHOD

This research uses method study qualitative Because method research used For examine the conditions natural object Where researcher as a key instrument. Natural object is what object existence, not manipulated by researchers so that conditions at the time of the researcher is in the object and after go out from object relatively unchanged. Study qualitative started with collection information in situation appropriately, for formulated become something possible generalizations accepted by reason Healthy man. In research qualitative nature find theory (Sugiyono 2014:295).

Population and Sample

Population in This research is all related in commodity shrimp crisp or every partner who enters in commodity shrimp crisp. This research is used nonprobability sampling method, ie taking samples that do not provide equal opportunities / opportunities for every element or member population For chosen become sample. Samples are part from number and characteristics possessed by the population (Sugiyono 2014: 120). Snowball Sampling is technique taking sample data source, which is at first the amount a little bit, then become many (Sugiyono 2014: 123). At first samples taken only One or two entrepreneurs crackers, but because with just two people Not yet get complete data For this research, then researcher look for other entrepreneurs are looked at more understand from two entrepreneurs previously For complete the data you are looking for and so on next, so amount sample the more Lots.

Method of collecting data

There are 3 methods The data collection used is :

1. Interview that is A interactions therein there is exchange or share rules, bear it answers, beliefs, motives and information (Herdiansyah, 2010: 118). In this study, researchers do activity interview to businessman selected crackers based on criteria certain. In addition, interviews were conducted in this research in two ways, unplanned interviews, viz

researcher do interview informally and spontaneously with subject research and planned, ie researcher do interview with subject study in accordance material questions that have been prepared by researchers.

2. Observation is a process of seeing, observing, and observing as well as “recording” behavior in a way systematic For something objective certain. Observation is something activity look for available data used For give something conclusion or diagnosis. (Herdiansyah, 2010: 131)
3. Documentation study is one of the method qualitative data collection with see or analyze documents created by the subject Alone or by others about subject (Herdiansyah, 2010: 143).

Data Validity

Criteria data validity exists four type namely : (1) trust (*credibility*), (2) transferability, (3) dependability, (4) certainty (*konfermability*) (Moleong, 2012: 270). In research This qualitative method uses 3 types criteria, namely :

1. Credibility
Data intended for prove successful data collected in accordance with Actually. Technique used that is presence researcher in the field, discussion with informant, checking members and checking reference.
2. Dependency
This criterion is used for guard caution will happen possibility error in the process of collecting and interpreting data so that the data can be accountable in a way scientific. Error often done by humans That Alone especially researcher Because limitations experience, time and knowledge. How to set that research process can accountable checking data by informants and lecturers mentor.
3. Certainty
This criterion is used for evaluate results research conducted with method check data and information as well as interpretation results research supported by existing material.

Data analysis technique

Deep data analysis techniques this research uses analyst descriptive qualitative that is procedure recording For describe and describe circumstances the object under study based on existing facts (Budiman, 2013). The desired goal achieved from use technique analysis descriptive that is For strive study with method describe in a way systematic, factual and accurate from something facts about events Which occurs in commodities crackers in the city of Surabaya. As for procedures study in analysis qualitative that is data reduction, data presentation and withdrawal conclusion.

Stage first thing to do in analysis qualitative is data reduction, data reduction is form analysis that sharpens, categorizes, directs, removes unnecessary and organizes data in such a way appearance so that conclusion end can taken. After data reduction, continued with where the data is presented is something activity when bunch information arranged, so give possibility will exists withdrawal conclusion. Form presentation of qualitative data form text

narrative (form notes field), matrices, graphs, networks and charts. The last step taken that is withdrawal conclusion, withdrawal conclusion is results possible analysis used For take action.

RESULTS AND DISCUSSION

From the research conducted, researchers take sample a total of 5 informants, of which 5 informants divided according to their respective parts. There is 1 informant as a material supplier standard cracker, 2 informants as businessman crackers and 2 informants as trader retail shrimp crisp. Interview result against 5 informants so researcher can describes the distribution process that occurs in commodities shrimp crisp is as following :

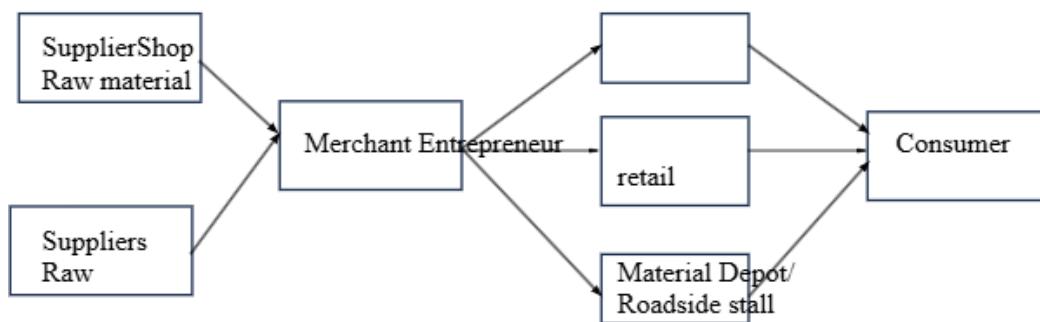


Figure 1. Distribution channels crackers in the city of Surabaya

Caption

Figure 1 Shows various type track distribution on commodities shrimp crisp started from track supply of material suppliers standard crackers until consumer end (*end user*) with details track as following :

1. Chain supply 1 : Supplier material standard cracker – entrepreneur shrimp crisp.
2. Chain supply 2 : Businessman Crackers – Shops, Traders Retail, Warung / depot.
3. Chain supply 3 : Shops, Traders Retail, Warung /Depot – consumer.

On the third track those, entrepreneurs shrimp crisp obtain supply material standard making shrimp crisp from supplier crackers where there are 2 suppliers to guarantee smoothness supply material standard crackers, after get material standard shrimp crisp Then businessman shrimp crisp do activity processing crackers and their derivatives Where There is various type shrimp crisp like shrimp paste flavored crackers, prawn flavored crackers, crackers you know, crackers rice, crackers lompong, crackers yellow, crackers know tek / hodgepodge. After product shrimp crisp So so done supply distribution shrimp crisp to trader retail, to shop and to where is the stall / depot ? after That shrimp crisp will until to consumer like buyer crackers at traders retail and shops, consumers in stalls or depot.

DISCUSSION

Shrimp crisp get nickname where is the people's food ? There is opinion among public when Eat not enough afdol without crackers, besides That crackers that have price affordable or " popular " prices have become approaching needs primary needs though still in need priority to That's it, this is what happened dynamics separately in dynamics environment business shrimp crisp regardless from assessment of the medical world related shrimp crisp contain cholesterol consequence content oil less saturation Good for human health, however Lots a society that does n't seem to care and still does still consume shrimp crisp so that karupuk Still become People's idol food because affordable price for consumers class upper, middle and lower so that industry shrimp crisp Still be one choice share a promising business world that does n't deliver great results like industry manufacturing others, however industry shrimp crisp Still become business mainstay / potential for good market players from supplier material standard cracker, businessman crackers, traders retail crackers, shops, stalls or depot due can become activity sustainable economy, at the end study obtained information that businessman shrimp crisp have desire in the future For development of various types of cracker flavors from initially onion flavored crackers white become various new flavors For shrimp crisp so that consumer have various type suitable taste choice tastes of each consumer.

Research above use sample that is supplier material standard cracker, businessman crackers, traders retail crackers, shops, stalls and depots where each entrepreneur shrimp crisp have price sell different whereas For trader retail shrimp crisp there is merchant who owns price sell the same but some are not the same. Difference price shrimp crisp happen because difference cost distribution from each path distribution used. Whereas in the distribution process crackers, data obtained from sample that is in the distribution process from businessman shrimp crisp.

Flexibility management is ability company For in a way fast and effective among them adapt inventory, packaging, warehousing and transportation physique product in the respond need consumer. Flexibility management on track distribution have three elements, ie First, the meaningful range that this flexibility can set through type packaging, number of transportation modes and requirements customers who can fulfilled. Second, mobility is measured through time and or cost For use various method transportation and differences packaging as well as difference in time and or cost from management request. Third, uniformity is measured through quality and reliability delivery as well as quality service

Explanation above showing that implementation Flexibility management in Management Chain Supply on Commodities shrimp crisp Still Not yet in accordance with theory flexibility management Because in distribution the crackers are there, still there is production broken crackers during the distribution process, which results in happen loss to the party businessman shrimp crisp because of the time inside journey happen resulting shock material standard shrimp crisp something is broken. Whereas If see from side management chain supply management process chain supply that occurs in commodities shrimp crisp has been quite effective and efficient Because There is a number of trader retail

shrimp crisp someone chooses For cut track chain supply distribution with take direct to businessman shrimp crisp For get profit time so that can precede other traders are the same selling shrimp crisp so that can more formerly got customers / consumers crackers, temporary there 's more choose not to cut track distribution shrimp crisp Because own reason separately. So you can said that flexibility management in management chain supply of commodities crackers in the city of Surabaya still Not yet accomplished in a way maximum or Not yet implicated completely, but the distribution process crackers in the city of Surabaya are quite good Because seller nor supplier material standard shrimp crisp do various method For reduce broken crackers during the distribution process walk so that can reduce happen loss consequence broken stuff.

CONCLUSION

Conclusion of this research :

1. Flexibility management in dynamics environment Chain Supply crackers in the city of Surabaya have been running quite well with OK, this can be seen that in every time the distribution process from supply material standard shrimp crisp Where amount material standard broken crackers has decreased, though still happen damage but not deep a large number can be obtained harm businessman shrimp crisp. So you can concluded that flexibility management in dynamics environment chain supply crackers in the city of Surabaya are quite good, because reduced amount material standard broken crackers during the distribution process supply material standard shrimp crisp the.
2. There are similarity in the distribution process where second supplier material standard shrimp crisp use pick up car for do distribution supply material standard shrimp crisp to businessman crackers, meanwhile price from second businessman crackers and second supplier material standard different and for price to traders retail Some crackers in the city of Surabaya are the same and some are not the same.

ACKNOWLEDGEMENT

Deep advice this research :

1. Necessity role government For increase business commodity shrimp crisp with method open combination of SME Crackers with give help knowledge processing the right crackers To use to public For can increase production existing crackers so that give benefit to public for economy sustainable so that support growth economy public..
2. Necessity role government For more support and pay attention commodity existing crackers like disbursement of funds through People's Business Credit (KUIR) because shrimp crisp is one of material always food needed public as well as market demand for crackers never down.
3. Entrepreneur crackers and traders retail shrimp crisp need For provide means transportation and carrying out Work The same direct between supplier material standard crackers and traders retail shrimp crisp so that profits obtained can more big. Second For businessman crackers and

traders retail shrimp crisp need exists Work same good so deep sales do not occur lack stock or running out supply crackers in society..

4. This research is likely can become material reference and do more research carry on about flexibility management in dynamics environment chain supply of commodities crackers, so it is hoped that it will be possible do study furthermore about transportation, partnership collaboration, information sharing, and others.

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