

## ABSTRAK

**Sumarni, 105951101519.** Rantai Pasok Produk Gula Aren Cair Kota Makassar. Di bawah bimbingan oleh **Muhammad Tahnur dan M. Daud.**

Modifikasi produk gula aren yang diteliti pada penelitian ini bertujuan untuk mengetahui rantai pasok produk gula aren cair Kota Makassar. Metode yang digunakan adalah dengan menggunakan metode *purposive sampling* dalam penentuan responden berdasarkan mitra yang bisa diwawancarai. Sebanyak 62 toko atau retail yang dijadikan mitra dan 39 café yang dibuat. Penelitian ini dilaksanakan di CV. Gula Aren Sulawesi berlokasi di Jl. Borong Jaya, Kompleks Prima Griya Panakkukang, Blok G. No. 6. Selama proses produksi gula aren cair dari awal hingga akhir, tim produksi CV. Gula Aren Sulawesi menggunakan metode alat tradisional agar produk gula aren cair yang dihasilkan tetap terjaga keaslian, kualitas dan kuantitasnya. Model data rantai pasok yang dihasilkan dari penelitian ini terdapat 5 saluran yang melibatkan supplier I, supplier II, manufaktur, distributor, toko/ retail outlet, café/ warkop, shoppee/ online shop, dan terakhir konsumen. Terdapat tiga aliran yang ada, yaitu: aliran produk, aliran keuangan, dan aliran informasi. Ketiga aliran yang ada menjadi patokan dalam penentuan ketiga aliran tersebut.

**Kata Kunci:** *Aren, Gula Cair, Mitra, Modern, Rantai Pasok.*



## ABSTRACT

**Sumarni, 105951101519.** Supply Chain of Liquid Palm Sugar Products in Makassar City. Under the guidance of **Muhammad Tahnur and M. Daud.**

The modification of palm sugar products studied in this study aims to determine the supply chain of liquid palm sugar products in Makassar City. The method used is purposive sampling method in determining respondents based on partners who can be interviewed. A total of 62 shops or retail were made partners and 39 cafes were created. This research was conducted at CV. Sulawesi Palm Sugar is located on Jl. Borong Jaya, Panakkukang Prima Griya Complex, Block G. No. 6. During the liquid palm sugar production process from start to finish, the CV production team. Sulawesi Palm Sugar uses traditional methods so that the resulting liquid palm sugar products maintain their authenticity, quality and quantity. The supply chain data model resulting from this study has 5 channels involving supplier I, supplier II, manufacturers, distributors, shops/retail outlets, cafes/warkop, shopspee/online shops, and finally consumers. There are three existing flows, namely: product flow, financial flow, and information flow. The three existing streams become the benchmark in determining the three streams.

**Keywords: Liquid Sugar, Modern, Palm Sugar, Partners, Supply Chain.**

