

International Conference

The Global Advanced Research Conference
on Management and Business Studies
(GARCOMBS 2014)

**“Sustainable Business Practices
in Asian Context”**

15-18 Oct 2014
Bangkok, Thailand

Conference Proceedings



Organized by
DPU
DHURAKJI PUNDIT UNIVERSITY
FACULTY OF
BUSINESS ADMINISTRATION

Supporting Partners from Indonesia and Malaysia:



DEVELOPMENT SUPPLY CHAIN MANAGEMENT MODEL OF HORTICULTURE IN WEST JAVA

Umi Kaltum¹⁾, Imas Soemaryani²⁾, Wa Ode Zusnita³⁾

1) Management, Padjadjaran University, Bandung, Indonesia
umi.kaltum@fe.unpad.ac.id

2) Management, Padjadjaran University, Bandung, Indonesia
imas.soemaryani@fe.unpad.ac.id

3) Management, Padjadjaran University, Bandung, Indonesia,
waode.zusnita@fe.unpad.ac.id

Abstract

Agriculture horticulture products in West Java has been happening with problem of scarcity. Due to the scarcity problem is not limited to just a matter of demand and supply but distribution process, planting schedules products, seeds are used also took part in the emergence of this scarcity problem.

This study aims to (1) mapping the factors that cause the scarcity of horticultural products and (2) analyze the model of supply chain management (SCM). The research method used in this study is a descriptive analysis method. The data collection process itself is performed by in-depth interviews with informants. Informants in this study were farmers, collector farmers, and traders in the market. This study concentrated on commodities, namely red chili-pepper and shallot with consideration of (1) the commodity most often experienced shortages, (2) the commodity has the highest level of demand compared to other commodities. For the study area, selected red chilli-pepper for Bandung regency and shallot for Cirebon regency.

From the in-depth interview, the main problem is about transportation, the less precise information delivery, distribution of products to the market, weather, and the number of illegal levies burdensome farmers.

Then refer to the reality of the above, it is necessary to develop a model of SCM for product horticulture that can accommodate the interests of all parties as a solution to the common problem of scarcity.

Keywords: Supply chain management, horticulture