

ABSTRACT

Performance or performance measurement is a method of monitoring the supply chain process in measuring the condition of a company whether there is a decline or problem in the company. The supply chain performance problem that occurs in the upstream level of ant sugar SMEs in Cilongok District is that the raw material for sap cannot be obtained optimally every day. Then the production of ant sugar cannot be done every day due to limited raw materials and ant sugar collectors who set a low price to farmers. The purpose of this study is to measure the performance of SMEs by measuring the performance of stakeholders at the upstream level, namely farmers, collectors and wholesalers. The method used in this research is the Analytical Hierarchy Process (AHP) method which is used to assign weights to each Key Performance Indicator (KPI) at each SCOR level. Then use the Supply Chain Operation Reference (SCOR) method to identify supply chain indicators that need to be improved by analyzing supply chain conditions that need to be improved or improved. The performance measurement system has 44 KPIs including 17 KPI farmers, 13 KPI collectors, 14 KPI wholesalers. The SCOR calculation shows that the total KPI of farmers is included in the average category with a score of 63.90. Then the collectors are in the good category with a score of 81.65. Meanwhile, wholesalers are in the good category with a score of 86.11.

Keywords: AHP, palm sugar, SCOR, SME, upstream