

ABSTRAK

Kebutuhan masyarakat terhadap ikan nila terus meningkat sehingga dapat mengakibatkan persaingan bisnis. Kondisi tersebut, menuntut adanya suatu strategi yang dapat digunakan untuk memenangkan persaingan bisnis. Penelitian ini bertujuan untuk mengidentifikasi suatu kejadian risiko (*risk event*) dan penyebab risiko (*risk agent*) serta menganalisis langkah mitigasi yang efektif dalam mengatasi penyebab risiko (*risk agent*) prioritas pada rantai pasok benih ikan nila di Balai Benih Ikan Genteng. Metode penelitian yang digunakan berupa *House Of Risk* (HOR), yang berfungsi untuk memetakan risiko dan merancang strategi mitigasi yang tepat. Hasil penelitian menemukan 26 kejadian risiko rantai pasok benih ikan nila yang dipicu oleh 24 penyebab risiko. Berdasarkan hasil pemetaan risiko, ditemukan 14 penyebab risiko dengan nilai *Aggregate Risk Priority* (ARP) tertinggi, seperti penjadwalan panen mengalami keterlambatan (A1), kematian benih di dalam kantong plastik (A9), dan ketidakmampuan memenuhi seluruh pesanan pembudidaya ikan (A14). Pada HOR fase 2 diusulkan 14 strategi mitigasi risiko untuk menurunkan tingkat kemunculan risiko, dengan prioritas aksi mitigasi seperti penyusunan rencana cadangan dan pelatihan karyawan (PA11), penjadwalan pengiriman dengan waktu cadangan dan koordinasi dengan ekspedisi (PA12), penjagaan kualitas lingkungan perairan (PA5), penerapan manajemen waktu dan pembagian tugas (PA13), serta pemantauan rutin terhadap perkembangan benih dan kondisi lingkungan (PA1).

Kata kunci : Benih ikan nila, *House of Risk* , rantai pasok.

ABSTRACT

The public demand for tilapia continues to increase, resulting in business competition. This condition demands a strategy that can be used to win business competition. This study aims to identify a risk event and risk cause (risk agent) and analyze effective mitigation steps in addressing priority risk causes (risk agents) in the tilapia seed supply chain at the Genteng Fish Seed Center. The research method used is the House of Risk (HOR), which functions to map risks and design appropriate mitigation strategies. The results of the study found 26 risk events in the tilapia seed supply chain triggered by 24 risk causes. Based on the results of the risk mapping, 14 risk causes were found with the highest Aggregate Risk Priority (ARP) value, such as delays in harvest scheduling (A1), death of seeds in plastic bags (A9), and the inability to fulfill all orders from fish farmers (A14). In HOR phase 2, 14 risk mitigation strategies were proposed to reduce the level of risk occurrence, with priority mitigation actions such as preparing backup plans and employee training (PA11), scheduling deliveries with backup times and coordinating with expeditions (PA12), maintaining the quality of the aquatic environment (PA5), implementing time management and task division (PA13), and routine monitoring of seed development and environmental conditions (PA1).

Keyword : House of risk, supply chain, tilapia fish seed