

## ABSTRAK

Rantai pasok merupakan sistem yang melibatkan aliran bahan baku, informasi, dan keuangan mulai dari pemasok hingga konsumen akhir untuk menciptakan nilai tambah bagi produk. PT. Giri Jati Abadi Songgon merupakan perusahaan agribisnis yang bergerak di bidang pengolahan dan pemasaran serai (*Cymbopogon citratus*) di Kabupaten Banyuwangi. Penelitian ini bertujuan untuk menganalisis struktur dan mengukur kinerja rantai pasok serai di PT. Giri Jati Abadi Songgon menggunakan pendekatan *Supply Chain Operation Reference (SCOR)*. Metode penelitian yang digunakan adalah *mixed method*, deskriptif kuantitatif dan kualitatif, dengan empat atribut utama dalam model *SCOR* yaitu *reliability*, *responsiveness*, *flexibility*, dan *asset management*. Data diperoleh melalui observasi, wawancara, dan dokumentasi terhadap kegiatan rantai pasok perusahaan. Hasil penelitian menunjukkan bahwa nilai kinerja rantai pasok PT. Giri Jati Abadi yang termasuk dalam kategori *superior* (sangat baik). Nilai kinerja pengiriman, kesesuaian standar, pemenuhan pesanan, siklus pemenuhan, fleksibilitas, dan *cash to cash cycle time* seluruhnya berada pada level *Superior*, sedangkan indikator persediaan harian berada pada level *Advantage*. Hal ini menunjukkan bahwa kinerja rantai pasok di PT. Giri Jati Abadi Songgon telah berjalan efisien, cepat, dan andal, baik dari sisi perencanaan, pemenuhan pesanan, maupun pengelolaan aset. Secara keseluruhan, kinerja rantai pasok serai di PT. Giri Jati Abadi Songgon menunjukkan hasil sangat baik, mencerminkan integrasi dan efektivitas sistem agribisnis yang mendukung keberlanjutan produksi dan kepuasan konsumen.

**Kata Kunci:** Rantai Pasok, Serai, SCOR, Kinerja, PT. Giri Jati Abadi Songgon.

## ABSTRACT

*A supply chain is a system involving the flow of raw materials, information, and finance from suppliers to end consumers to create added value for a product. PT. Giri Jati Abadi Songgon is an agribusiness company engaged in the processing and marketing of lemongrass (*Cymbopogon citratus*) in Banyuwangi Regency. This study aims to analyze the structure and measure the performance of the lemongrass supply chain at PT. Giri Jati Abadi Songgon using the Supply Chain Operations Reference (SCOR) approach. The research method used was a mixed-method approach, involving descriptive quantitative and qualitative analysis, with four main attributes in the SCOR model: reliability, responsiveness, flexibility, and asset management. Data were obtained through observation, interviews, and documentation of the company's supply chain activities. The results showed that the supply chain performance of PT. Giri Jati Abadi falls into the superior (excellent) category. The values for delivery performance, standards compliance, order fulfillment, fulfillment cycle, flexibility, and cash-to-cash cycle time were all at the Superior level, while the days of supply indicator was at the Advantage level. This indicates that the supply chain performance at PT. Giri Jati Abadi Songgon has operated efficiently, rapidly, and reliably in terms of planning, order fulfillment, and asset management. Overall, the lemongrass supply chain performance at PT. Giri Jati Abadi Songgon demonstrates excellent results, reflecting an integrated and effective agribusiness system that supports production sustainability and consumer satisfaction.*

**Keywords:** *Supply Chain, Cymbopogon Citratus, SCOR, Performance, PT. Giri Jati Abadi Songgon.*