

SUMMARY

Sammawi 71180712051 "Analysis of the Potato Supply Chain in Bukit Village, Dolat Rakyat District, Karo Regency". The purpose of this research is first to find out how the supply chain flows that occur in Bukit Village, Dolat Rakyat District, secondly, to find out how the marketing efficiency of potato commodities is in Bukit Village, Dolat Rakyat District.

The location of this research is in Bukit Village, Dolat Rakyat District, Karo Regency. The selection of research sites was done deliberately. Data collection was carried out by distributing questionnaires, interviews and field surveys. The data sources used are primary data sources and secondary data sources. The sampling method used in this study is the Snowball Sampling and total sampling methods. Snowball sampling is a method used to identify, record, select and take samples in a chain cycle or continuous network in the potato supply chain network. while the total sampling is the entire population of potato cultivation in the sample.

The results of this study indicate the results of identification in the potato supply chain in Bukit Village, Dolat Rakyat District which includes potato farmers, wholesalers, and retailers who distribute potatoes to consumers and regarding the efficiency of the potato supply chain, it can be concluded that the efficiency that occurs in Bukit Village, Dolat Rakyat District, Karo Regency looks efficient. It can be said to be efficient because the level of farmer share that occurs is already above the average efficient category which is equal to 75%, it is said so because the average efficiency category of a supply chain is > 70%. So it can be said that the potato supply chain in the hill village is efficient