

# **PENERAPAN STRATEGI INOVASI DAN FLEKSIBILITAS TERHADAP SUPPLY CHAIN INTEGRATION (STUDI DI X FARM)**

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## **ABSTRAK**

Abstrak - Penelitian ini menggunakan metode kualitatif triangulasi. Jenis data yang digunakan dalam penelitian ini adalah menggunakan data primer dan sekunder. Teknik pengumpulan data yang dilakukan berupa wawancara, observasi, dokumentasi dalam studi kasus penelitian *X Farm*. Data penelitian juga diperoleh melalui studi Pustaka, jurnal, literatur yang berkaitan dengan topik utama. Metode analisis yang digunakan dalam penelitian ini yaitu dengan reduksi data, triangulasi, serta penarikan kesimpulan. Hasil penelitian yang didapatkan telah disimpulkan bahwa strategi inovasi dan strategi fleksibilitas yang telah diterapkan oleh *X Farm* memberikan banyak kemudahan dalam proses kegiatan baik dari pengiriman bahan-bahan kebutuhan, proses pemeliharaan, hingga proses distribusi. Dengan menerapkan strategi fleksibilitas serta inovasi tersebut, akan turut membantu *X Farm* dalam menyediakan dan memenuhi kemampuan dalam melaksanakan proses pemeliharaan serta alur *supply chain integration*. Kolaborasi yang terjadi antara inovasi dan fleksibilitas mendukung dalam hal peningkatan kinerja bisnis, meningkatkan *revenue*, serta memungkinkan seluruh struktur organisasi untuk merencanakan dan mengembangkan strategi baru untuk memperlancar dalam alur *supply chain integration*.

**(Kata Kunci : *Supply Chain Integration, Strategi, Inovasi, Fleksibilitas, X Farm*)**

**IMPLEMENTATION OF INNOVATION AND FLEXIBILITY STRATEGIES  
TO SUPPLY CHAIN INTEGRATION (STUDY AT X FARM)**

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**ABSTRACT**

*This research uses a qualitative method of triangulation. The type of data used in this study is using primary and secondary data. Data collection techniques were carried out in the form of interviews, observation, documentation in case studies of X Farm research. Research data was also obtained through literature studies, journals, literature related to the main topic. The analytical method used in this study is data reduction, triangulation, and drawing conclusions. The research results obtained have concluded that the innovation strategy and flexibility strategy that has been implemented by X Farm provide many conveniences in the process of activities, both from the delivery of needed materials, the maintenance process, to the distribution process. By implementing this flexibility and innovation strategy, it will help X Farm in providing and fulfilling capabilities in carrying out maintenance processes and supply chain integration flows. Collaboration that occurs between innovation and flexibility supports in terms of improving business performance, increasing revenue, and enabling the entire organizational structure to plan and develop new strategies to expedite the flow of supply chain integration.*

**(Keywords: Supply Chain Integration, Strategy, Innovation, Flexibility, X Farm)**