

## ABSTRACT

*The profound indicator in describing the condition of company is level of productivity. A high productivity not meant capability of producing goods in large amount, but more to the company's ability to manage the resources available in the company effectively and efficiently.*

*To find out whether the productivity of company experienced increase or decrease a productivity measurement is required. In the final assignment, the model of productivity's measurement used is the measurement based on the Cobb-Douglas production function to find out the level of company's productivity as a whole as well as, to find out the level of production elasticity of input used and the amount of efficiency of input used in producing output.*

*The result of calculation of the productivity of raw material, labour and machine from two different periods showed that the level of production efficiency of 2011 experienced an reduction 6,1 % compare to level of production efficiency in 2010. Based on the factors which influence company's productivity level, management policy in managing the resources should be reconsidered in enabling the company to complete.*

*Key word : productivity, the Cobb-Douglas production function*