

## ABSTRAK

Globalisasi sangat berperan pada perkembangan industri otomotif Indonesia. PT. XYZ merupakan salah satu perusahaan otomotif di Indonesia yang memproduksi mobil. Dengan volume produksi yang makin tinggi untuk memenuhi ekspor mobil maupun pasar mobil dalam negeri. Perusahaan melakukan effisiensi guna menjamin kelancaran produksi dan kelangsungan hidup perusahaan. Salah satunya adalah dengan menerapkan sistem manajemen transportasi.

Strategi distribusi yang banyak dikenal yaitu pengiriman langsung (*direct delivery*) dan sistem *Milk Run*. *Milk-run* ialah salah satu kemajuan konsep pengiriman yang dapat memperbaiki dan optimalisasi sistem distribusi. Implementasi sistem *Milk-run* berarti membuat suatu rute pengiriman sehingga pengambilan barang dapat dilakukan bersamaan untuk lokasi area yang sama oleh *third-Party Logistics (3PL)*. Dengan implementasi sistem *Milk-run* maka dapat mengurangi tingginya kedatangan truk pemasok setiap harinya, menurunkan biaya transportasi dan keuntungan lainnya. Sistem *Milk Run* mengadopsi *Just In Time* dari *Toyota Production System*.

Hasil analisa yang diperoleh setelah membandingkan biaya pengiriman langsung dan sistem *Milk Run*, ternyata sistem *Milk Run* menunjukkan biaya transportasi lebih rendah dibanding pengiriman langsung. Efisiensi biaya tranportasi area *Milk Run* Cikarang menurun sebesar Rp 2.353.281,- per hari atau 4,5 % .

**Keyword:** *Toyota Production System, Just In Time, Direct Delivery, Milk Run, Efisiensi.*

## **ABSTRAC**

Globalization has played a very important role on the development that affected the Indonesian automotive industry. PT. XYZ is one of the automotive companies in Indonesia that produces cars. With the increasingly volume production to produce export of cars and market in the country. The Company made to ensure efficiency of production. One way is to implement the transportation management system.

Distribution strategy which is widely known that the direct delivery and system *Milk Run*. *Milk Run* is one of the advances that can improve the delivery of concepts and optimization of the distribution system. Milk-run system implementation means making a delivery route so that the pickup can be done simultaneously for the same area locations by the third-Party Logistics (3PL). With the implementation of the Milk-run system, it can reduce the high arrival supplier trucks per day, lower transportation costs and other benefits. The *Milk Run* system adopts *Just In Time* from the *Toyota Production System*.

Results of analysis obtained after comparing the cost of *direct shipment* and the systems *Milk Run*. Milk Run system showed lower transportation costs than direct delivery. Efficiencies of transportation cost *Milk Run* Cikarang area decreased by Rp 2,353,281,- per day or 4.5%.

**Keyword:** *Toyota Production System, Just In Time, Direct Delivery, Milk Run, Efficiency.*