

Abstrak

Penelitian ini dilakukan untuk mengidentifikasi dan menganalisis setiap aktivitas internal proses industri yang dimiliki perusahaan dengan menggunakan metode Value Chain Analysis, guna memberikan usulan perbaikan bagi perusahaan di masa yang akan datang. Value Chain merupakan rantai nilai yang dapat mengetahui kekuatan perusahaan, keuntungan dan kesuksesan dari rantai aktivitas dalam perusahaan atau industry manufaktur. Metode dalam penelitian ini adalah berupa statistika deskriptif yang kemudian akan digunakan untuk menggambarkan kondisi aktivitas yang telah dirangkum kedalam Sembilan dimensi Value Chain, 5 aktivitas utama : Inbound Logistic, Operations, Outbound Logistic, Marketing And Sales, dan Service, juga 4 aktifitas pendukung : Procurement, Technology Development, Human Resource Management, dan General Administration . Hasil dari penelitian ini berupa analisis primary activity yang telah disesuaikan dengan indikator nilai value chain, yang kemudian diberikan usulan-usulan untuk perbaikan pada aktivitas yang menempati indikator dibawah nilai ke-5 di dalam instrument pengukuran. Pada aktivitas operasi divisi injeksi plastik, ditemukan permasalahan defect jenis void pada produk optical tube CS detector, yang membuat angka rata-rata defect produk mencapai angka 5,789 dalam satuan PPM (part per million). Sehingga dalam perbaikannya yang menggunakan metode PDCA. Angka rata-rata defect produk dapat menurun, mencapai angka 3,186 PPM.

kata kunci : value chain analysis, primary activity, inbound logistic, operations, outbound logistic, marketing and sales, service

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Abstract

This research was conducted to identify and analyze every internal activity of industrial processes owned by the company by using the Value Chain Analysis method, in order to propose improvements for the company in the future. Value Chain is a value chain that can find out the company's strengths, profits and success of the activity chain in the company or manufacturing industry. The method in this research is descriptive statistics which will then be used to describe the condition of activities that have been summarized into the Nine Dimensions of Value Chain, 5 main activities: Inbound Logistics, Operations, Outbound Logistics, Marketing and Sales, and Service, as well as 4 supporting activities: Procurement, Technology Development, Human Resource Management, and General Administration. The results of this study are in the form of primary activity analysis that has been adjusted to the value chain value indicators, which are then given suggestions for improvement on activities that occupy indicators below the 5th value in the measurement instrument. In the operations of the plastic injection division, void type defect problems were found in the CS optical tube detector product, which makes the average defect rate of the product reach 5.789 in units of PPM (parts per million). So that the improvement using the PDCA method. The average defect rate of the product can decrease, reaching 3,186 PPM.

keywords: value chain analysis, primary activity, inbound logistics, operations, outbound logistics, marketing and sales, service



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