

ABSTRACT

Travel bag for the tourism industry was a gift from tour product that was sold at travel agents in the tourism industry. This is not a primary product for the tourism industry, so it was not to be interested. Fulfillment travel bag should have been done prior to the date of travel. Some of the conditions faced by customers who are departing tour travel bag are not given due to delays in fulfillment and delivery. This has led to poor ratings from customers and received several other losses such as lack of promotion, and testimonials from customers that are less good. The purpose of research is to solve the problem of filling and shipping travel bag with their planning strategies that could control and regulate procurement and inventory travel bag. This study is an action research methods of collaborative planning forecasting replenishment of supported data and processing that also use the quantitative forecasting models and assisted reorder point so that it can present the data to be analyzed. From the analysis obtained forecasting models that fit or in accordance with the collaborative planning forecasting replenishment study is the model Multiplicative Decomposition (plus Seasonal Trend), which is then used for process planning, forecasting and reorder point or ROP for replenishment process. Apart from that there is web-based application that is used for collaborative processes. From this action research concluded that collaborative planning forecasting replenishment, forecasting models Multiplicative Decomposition (plus Seasonal Trend), ROP, and collaboration could be a solution to the existing problems and achieve the desired objectives.

Keywords: Travel Bag, Action Research, Collaborative Planning Forecasting Replenishment, Reorder point

ABSTRAK

Travel bag bagi industri pariwisata merupakan hadiah dari produk *tour* yang dijual dari perusahaan *travel agent* pada industri pariwisata. Karena bukan merupakan produk utama bagi industri pariwisata sebagian besar tidak memperhitungkannya. Pemenuhan *travel bag* seharusnya dilakukan sebelum tanggal perjalanan wisata. Beberapa kondisi yang dihadapi adalah pelanggan yang berangkat *tour* tidak diberikan *travel bag* karena keterlambatan pemenuhan dan pengiriman. Hal ini menimbulkan penilaian buruk dari pelanggan, dan beberapa kerugian lainnya yang diterima seperti tidak adanya promosi, dan testimoni yang kurang baik dari pelanggan. Tujuan penelitian yaitu menyelesaikan masalah pemenuhan dan pengiriman *travel bag* dengan adanya strategi perencanaan yang bisa mengendalikan dan mengatur pengadaan dan *inventory travel bag*. Penelitian ini merupakan *action research* metode *collaborative planning forecasting replenishment* yang didukung data-data dan pengolahannya secara kuantitatif yang juga menggunakan model *forecasting* dan *reorder point* yang dibantu sehingga bisa menyajikan data yang akan dianalisa. Dari analisa didapatkan model *forecasting* yang *fit* atau sesuai dengan penelitian *collaborative planning forecasting replenishment* ini yaitu model *Decomposition Multiplicative* (Trend plus Seasonal), yang selanjutnya digunakan untuk proses *planning*, *forecasting* dan *reorder point* atau ROP untuk proses *replenishment*. Selain dari itu ada aplikasi berbasis website yang digunakan untuk proses *collaborative*. Dari *action research* ini disimpulkan bahwa *collaborative planning forecasting replenishment*, model *forecasting Decomposition Multiplicative* (Trend plus Seasonal), ROP, dan kolaborasi bisa menjadi solusi permasalahan yang ada dan mencapai tujuan yang diinginkan.

Kata Kunci : Travel Bag, Action Research, Collaborative Planning Forecasting Replenishment, Reorder point