

Abstrak

CV. KEN (Keong Emas Nusantara) merupakan salah satu industri yang memproduksi berbagai macam jenis Cat. Dalam aktivitasnya CV. KEN belum pernah melakukan pengukuran kinerja *supply chain manajemen* yang ramah lingkungan, untuk mengetahui kondisi kinerja perusahaan yang terintegrasi secara keseluruhan baik proses maupun operasinya. Oleh karena itu diperlukan metode yang tepat dan dapat diterapkan dalam pengukuran kinerja *supply chain manajemen* yang ramah lingkungan. Dalam penelitian ini bertujuan untuk mengukur sejauh mana kinerja perusahaan dalam aktivitas *supply chain manajemen* yang ramah lingkungan, serta memberikan rekomendasi perbaikan kepada perusahaan. Metode yang digunakan dalam mengukur kinerja perusahaan adalah *Analytical Network Process* (ANP) dengan pendekatan *green supply chain manajemen* (GSCM). Dalam penelitian ini pengukuran kinerja *green supply chain manajemen* terdiri aktivitas, *green manufacture*, *green distribution*. Dari hasil pengolahan data dengan *analytical network process* didapat bobot atau nilai pengukuran kinerja *green manufacture* sebesar 0.64731 (65%) dan kinerja *green distribution* sebesar 0.35269(35%). Rekomendasi perbaikan diberikan kepada empat sub-kriteria yaitu ketersediaan standar operasional prosedur (SOP), pengolahan limbah, penggunaan kemasan daur ulang, dan efisiensi penggunaan listrik.

Keyword: SCM, GSCM, *Green Manufacture*, *Green Distribution*, ANP

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Abstract

CV. KEN (Keong emas nusantara) is one of the industries that produce various kinds of paint. In its activities the CV. KEN has never done a measurement of the performance of supply chain management-friendly environment, to know the conditions of the performance of companies that are integrated in its entirety either process or operations. It is therefore necessary the right method and can be applied in supply chain performance measurement of environmentally friendly management. In this study aims to measure the extent to which the performance of the companies in the supply chain management activities that are environmentally friendly, as well as provide recommendations for improvements to the company. The methods used in measuring the company's performance is Analytical Network Process (ANP) with the green approach to supply chain management (GSCM). Performance measurement in the study of green supply chain management consists of activities, green manufacturing, green distribution. From the results of the data processing with analytical network process gained weight or measurement performance of green manufacture of 0.64731 (65%) and performance of green distribution of 0.35269 (35%). Improvement recommendations given to the four sub-criteria, namely the availability of a standard operational procedure (SOP), sewage treatment, use of recycled packaging, and efficient use of electricity.

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