

ABSTRACT

REDESIGNING THE PLANNING AND SCHEDULING AS WELL AS THE PRODUCTION OPERATIONS PROCESS IN AVADISIA BERDIRI TEGUH

Avadisia Berdiri Teguh is home-industry company that sells 150 gram packaged *sambal* (chili paste) with brand Jeng Sambel. After the company has operated for two years, the sales of Jeng Sambel are still far below other competitors. The main problems that cause customers do not purchase Jeng Sambel product are plain taste, unstable colour and short durability. Moreover, this company also has to deal with overproduction problem. Overproduction causes the unsold product from reseller that could not be sold again has to be disposed. Another problem that happens is stock recording process does not run well. Those problems are associated with production planning and scheduling and production operation activity in the production cycle. Thus, the writer aims to redesign the production planning, scheduling and production operation process in Avadisia Berdiri Teguh.

This research is a qualitative research which uses interviews, documentation and observation as data collection method. Interview process involves six informants that are classified into three categories: this company's competitors, food experts and business professionals. The writer also uses triangulation technique to test validity of the result and interview guidelines to maintain the reliability. Observation was conducted by observing the competitor's production activity. The data collected were classified and analyzed to redesign the two production activities of Avadisia Berdiri Teguh in the end.

Final results of this research shows that those problems could be overcome by refining some production activity parts such as switching plastic packaging to the jar bottle, selecting the standard raw material before production and implementing standard procedure including time standard and equipment used for production. The final result is in the form of flowchart. In addition, the results shows the importance of using simple application program to record the stock of materials and finished goods. The result is expected to greatly improve the performance of this company in the future.

Key words: company, sambal, planning, production, qualitative research