

ABSTRAK

Yantonius Harefa, 2025 Analisis Strategi Optimasi Produksi Untuk Meningkatkan Kapasitas Keripik Kamumu Kimpul Di Ud. Sona Gunungsitoli Idanoi. Skripsi. Pembimbing Utama, Sophia Molinda Kakisina, S.E.,M.Sc.

Industri makanan cepat saji terus berkembang seiring meningkatnya kebutuhan masyarakat terhadap produk praktis, termasuk keripik kamumu kimpul. Namun, pelaku usaha kecil seperti UD. Sona di Gunungsitoli Idanoi menghadapi kendala dalam produksi akibat penggunaan metode tradisional, keterbatasan peralatan, serta kurang optimalnya manajemen. Kondisi ini berdampak pada keterlambatan pemenuhan permintaan, meningkatnya biaya produksi, dan menurunnya daya saing. Oleh karena itu, strategi optimasi produksi dibutuhkan untuk meningkatkan kapasitas, efisiensi, dan kualitas produk.

Penelitian ini bertujuan untuk menganalisis strategi optimasi produksi yang diterapkan UD. Sona, merumuskan strategi peningkatan kapasitas, serta mengidentifikasi hambatan beserta solusi yang dapat dilakukan. Hasil penelitian diharapkan bermanfaat secara praktis bagi pelaku usaha dalam pengelolaan produksi, sekaligus memberikan kontribusi teoritis bagi pengembangan ilmu manajemen produksi pada UMKM.

Metode penelitian menggunakan pendekatan kualitatif deskriptif. Data diperoleh melalui wawancara dengan pemilik, karyawan, dan pelanggan, dilengkapi observasi serta dokumentasi. Analisis data dilakukan melalui reduksi, penyajian, dan penarikan kesimpulan secara induktif, sehingga mampu menggambarkan kondisi riil usaha dan menyusun strategi optimasi yang tepat.

Hasil penelitian menunjukkan UD. Sona telah melakukan upaya seperti pengaturan alur produksi dan perencanaan jadwal. Namun, keterbatasan mesin, pasokan bahan baku yang tidak stabil, serta pemasaran yang belum maksimal masih menjadi hambatan. Konsumen menilai produk berkualitas baik, tetapi ketersediaannya belum konsisten. Strategi yang disarankan meliputi penerapan lean production, perbaikan manajemen persediaan, dan pemanfaatan teknologi produksi.

Kesimpulan penelitian menegaskan pentingnya strategi optimasi produksi untuk meningkatkan daya saing UD. Sona. Disarankan agar usaha ini memperkuat kerja sama dengan petani lokal untuk menjamin pasokan bahan baku, meningkatkan penggunaan teknologi, serta *mengembangkan* pemasaran digital guna memperluas jangkauan pasar.

Kata kunci : Optimasi Produksi, Strategi Produksi, Manajemen Produksi.

ABSTRACT

Yantonius Harefa, 2025 Analysis of Production Optimization Strategy to Increase the Capacity of Kamumu Kimpul Chips in Ud. Sona Gunungsitoli Idanoi. Thesis. Main advisor, Sophia Molinda Kakisina, S.E., M.Sc.

The fast food industry continues to grow as the public's need for practical products, including kamumu kimpul chips, increases. However, small business actors such as UD. Sona in Gunungsitoli Idanoi faces obstacles in production due to the use of traditional methods, limited equipment, and lack of optimal management. This condition has an impact on delays in meeting demand, increasing production costs, and declining competitiveness. Therefore, a production optimization strategy is needed to improve product capacity, efficiency, and quality.

This study aims to analyze the production optimization strategy implemented by UD. Sona, formulate a capacity building strategy, as well as identify obstacles and solutions that can be done. The results of the research are expected to be useful practically for business actors in production management, as well as make a theoretical contribution to the development of production management science in MSMEs.

The research method uses a descriptive qualitative approach. Data was obtained through interviews with owners, employees, and customers, supplemented by observation and documentation. Data analysis is carried out through reduction, presentation, and inductive conclusions, so as to be able to describe the real conditions of the business and develop the right optimization strategy.

The results of the study show that UD. Sona has made efforts such as setting up production flows and scheduling planning. However, limited machinery, unstable supply of raw materials, and marketing that has not been maximized are still obstacles. Consumers rate the product as good quality, but its availability has not been consistent. Suggested strategies include the implementation of lean production, improvement of inventory management, and the use of production technology.

The conclusion of the study confirms the importance of production optimization strategies to increase UD's competitiveness. Sona. It is suggested that this effort strengthen cooperation with local farmers to ensure the supply of raw materials, increase the use of technology, and develop digital marketing to expand market reach

Keywords : Production Optimization, Production Strategy, Production Management.