

ABSTRAK

UD. Rindang 84 bergerak dalam bidang pengolahan makanan dari olahan ikan bandeng yang telah memulai bisnis *franchise* sejak tahun 2017. Banyaknya peminat membuat pihak manajemen ingin melakukan pengukuran produktivitas perusahaan untuk meyakinkan konsumen yang akan memulai kerjasama bisnis *franchise*. Selama ini, UD. Rindang 84 belum pernah melakukan pengukuran tingkat produktivitas. Penulis memilih menggunakan metode Marvin E. Mundel untuk pengukuran produktivitas total dan parsial, yang meliputi material, tenaga kerja, energi, depresiasi mesin dan peralatan produksi, serta *maintenance*. Pengukuran produktivitas menetapkan bulan Januari 2017 sebagai periode dasar. Produktivitas total tertinggi terjadi pada bulan September 2017 sebesar 106,48%, sedangkan indeks terendah terjadi di bulan Februari 2018 sebesar 89,44%, mengalami kenaikan indeks 13 kali dan penurunan indeks 14 kali. Indeks produktivitas parsial tertinggi meliputi material sebesar 106,97% pada bulan September 2017, tenaga kerja sebesar 117,61% pada bulan Juli 2017, energi sebesar 106,61% pada Oktober 2017, depresiasi mesin dan peralatan produksi sebesar 141,04% pada Juni 2018, *maintenance* sebesar 105,28% pada Januari 2018. Indeks produktivitas parsial terendah meliputi material sebesar 90,96% pada Februari 2018, tenaga kerja sebesar 69,96% pada february 2018, energi sebesar 94,80% pada Juni 2018, depresiasi mesin dan peralatan produksi sebesar 82,41% pada Februari 2017, *maintenance* sebesar 48,02% pada february 2018. Indeks produktivitas material, tenaga kerja, energi dan *maintenance* lebih banyak mengalami penurunan dibandingkan dengan peningkatan produktivitas. Hasil analisa berdasarkan *fishbone diagram* diidentifikasi beberapa faktor penyebab masalah diantara lain : pada faktor material terdapat masalah; biaya bahan baku tinggi, dan kesulitan mendapatkan bahan baku, pada faktor tenaga kerja terdapat masalah; kinerja karyawan menurun, dan kurang disiplin, pada faktor energi terdapat masalah; Pemborosan biaya listrik dan gas LPG, pada faktor *maintenance* terdapat masalah; kurangnya *maintenance* menambah biaya perbaikan, dan biaya air tidak stabil, pada faktor depresiasi mesin dan peralatan produksi terdapat masalah; beberapa peralatan produksi yang tidak mempunyai harga akhir, dan umur ekonomis peralatan produksi rendah.

Kata kunci : UD. Rindang 84, Marvin E. Mundel, Produktivitas, Fishbone Diagram.

ABSTRACT

UD. Rindang 84 is engaged in food processing from processed milk fish and has started a franchise business since 2017. The number of interested parties makes management want to measure the company's productivity to convince consumers who will start a franchise business collaboration. During this time, UD.Rindang 84 has never been carried out by measuring the level of productivity. The author chooses to use the Marvin E. Mundel method for measuring total and partial productivity, including material, labor, energy, depreciation of machinery and production equipment, and maintenance. Productivity measurement establishes in January 2017 as a base period. The highest total productivity occurred in September 2017 at 106.48%, while the lowest index occurred in February 2018 at 89.44%, an increase in the index 13 times and a decrease in the index 14 times. The highest partial productivity index includes materials by 106.97% in September 2017, labor by 117.61% in July 2017, energy by 106.61% in October 2017, depreciation of machinery and production equipment by 141.04% in June 2018, maintenance by 105.28% in January 2018. The lowest partial productivity index includes materials by 90.96% in February 2018, labor by 69.96% in February 2018, energy by 94.80% in June 2018, machine depreciation and production equipment by 82.41% in February 2017, maintenance by 48.02% in February 2018. The index of material productivity, labor, energy and maintenance decreased more than the increase in productivity. The results of the analysis based on fishbone diagrams identified several factors causing problems, including: on material factors there are problems; the cost of raw materials is high, and the difficulty in obtaining raw materials, there is a problem with labor; decreased employee performance, and lack of discipline, there is a problem in the energy factor; Waste of electricity and gas LPG costs, the maintenance factor is a problem; lack of maintenance adds to the cost of repairs, and the cost of water is not stable, there is a problem with depreciation of machinery and production equipment some production equipment that has no final price, and the economic life of production equipment is low.

Keywords: UD. Rindang 84, Marvin E. Mundel, Productivity, Fishbone Diagram.