



ABSTRAK TESIS

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Judul Tesis : PERANCANGAN STRATEGI SUPPLY CHAIN DI
PT KIRANA MEGATARA

Pokok Permasalahan :

Harga karet alam di dunia mengalami penurunan yang signifikan yang disebabkan oleh lonjakan supply getah karet alam di negara ASEAN. Hal ini berdampak terhadap supply karet di Indonesia dimana petani karet menjadi lesu dan beralih ke pekerjaan lainnya, sehingga PT Kirana Megatara yang memiliki 15 pabrik tersebar di Kalimantan dan Sumatera, harus bersaing dengan perusahaan-perusahaan lainnya untuk mendapatkan bahan baku. Salah satu penyebabnya dikarenakan kinerja dari supply chain yang belum memberikan hasil yang optimal dan memberikan keunggulan yang kompetitif dalam bersaing mendapatkan bahan baku. Saat ini kinerja supply chain di Kirana Megatara berada di kategori "Advantage", dimana terdapat tiga alternatif (Diversifikasi, Sentralisasi dan Research & Tech Development) yang dapat dirancang untuk memperbaiki kinerja supply chain. Alternatif sentralisasi terpilih menjadi rekomendasi perbaikan supply chain di Kirana Megatara dan akan memperbaiki kinerja yang sebelumnya masuk ke kategori "Advantage" menjadi "Best-in-Class)

Kata Kunci : PT Kirana Megatara, Karet Alam, Sistem Supply Chain



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The Title of thesis : THE DESIGN OF SUPPLY CHAIN STRATEGY
IN PT KIRANA MEGATARA

Main Issue :

The price of natural rubber in the world was decreasing significantly due to a surge in supply natural rubber latex in ASEAN Countries. This is impacted on the supply of natural rubber in Indonesia, that rubber farmer become gloomy and switched to another work, so PT Kirana Megatara that had 15 factories spread on Kalimantan and Sumatra, must be competed with competitor to get the supply of raw material. One of the cause in the performance of supply chain which was not performed and has not given competitive advantage. At this time, The performance of supply chain of Kirana Megatara is implied in "Advantage" category, that has three alternatives (Diversification, Centralize, Research & Technology Development), so there can be designed to enhance the performance of supply chain. Centralized alternative is chosen as recommendation to enhance supply chain of Kirana Megatara, so it can upgrade from "Advantage" to "Best-in-Class"

Key Word : PT Kirana Megatara, Natural Rubber, Supply Chain System