

ABSTRAK

STRATEGI PENINGKATAN KINERJA OPERASI BONGKAR – MUAT PT. PRIMA NUR PANURJWAN

PT. Prima Nur Panurjwan merupakan salah satu anak perusahaan dari PT. Samudera Indonesia Group yang bergerak di bidang bongkar – muat *container*. Peran PT. Prima Nur Panurjwan menjadi sangat penting dalam sebuah rangkaian panjang *supply chain*. Industri logistik yang terus berkembang di Indonesia menuntut perusahaan bongkar – muat harus memiliki kinerja yang optimal. Penelitian ini menyampaikan tentang strategi yang ditawarkan kepada PT. Prima Nur Panurjwan untuk meningkatkan kinerjanya dalam periode 2017 – 2020. Berbagai teknik analisis juga digunakan dalam rancangan strategi yang digunakan seperti analisis pemborosan, analisis akar permasalahan, *Value Stream Mapping*, *Analysis Hierarchy Process*, dan yang lain. Rancangan strategi yang disarankan juga diimplementasikan menggunakan *Work Breakdown Structure* dan *timeline* agar dapat dipantau pelaksanaan strateginya.

Kata kunci : *Value Stream Mapping*, *Analysis Hierarchy Process*, peningkatan kinerja, bongkar – muat *container*, *Lean Thinking*, *Seven Waste*, *Interrelationship Diagram*.

ABSTRACT

Performance Enhancement Strategic for Stevedoring Operation – PT. Prima

Nur Panurjwan

PT. Prima Nur Panurjwan is one subsidiary company of PT. Samudera Indonesia Group engaged in the stevedoring process. The role of PT. Prima Nur Panurjwan become very important in a long series of supply chain. To survive in growing logistics industry in Indonesia, a stevedoring company must have an optimum performance. This research offered strategies for PT. Prima Nur Panurjwan to improve its performance in the period 2017 - 2020. A variety of analytical techniques are also used to design of strategies such as waste analysis, root cause analysis, Value Stream Mapping, Analysis Hierarchy Process, etc. The suggested alternative strategy also implemented by using Work Breakdown Structure and timeline to monitor the implementation of the strategy.

Keywords: Value Stream Mapping, Analysis Hierarchy Process, Performance Enhancement, Stevedoring, Lean Thinking, Seven Waste, Interrelationship Diagram.