ABSTRAK

CV Salama Nusantara merupakan perusahaan yang bergerak di industri obat-obatan yang memproduksi minuman herbal. Perusahaan menggunakan bahan baku utama mahkota dewa yang diperoleh dari beberapa *supplier*. Permintaan produk minuman herbal semakin meningkat sejak terjadinya pandemic COVID-19. CV Salama Nusantara memiliki tiga *supplier* bahan baku mahkota dewa yang berasal dari Yogyakarta dan Jawa Tengah. Perusahaan sering mengalami permasalahan terhadap bahan baku yang disebabkan kinerja *supplier* yang tidak memenuhi ekpektasi dan permintaan perusahaan. Penelitian ini dilakukan untuk membantu perusahaan dalam menentukan prioritas *supplier* yang dapat memenuhi kebutuhan dan permintaan perusahaan.

Pada penelitian ini melakukan penentuan prioritas *supplier* menggunakan integrasi dua metode yaitu metode *Fuzzy* AHP dan *Fuzzy* TOPSIS. Metode *Fuzzy* AHP digunakan untuk pembobotan kriteria, sub-kriteria, dan alternatif. Sedangkan metode *Fuzzy* TOPSIS digunakan untuk perankingan alternatif. Kriteria-kriteria yang dipertimbangakan dipilih berdasarkan kondisi dan permasalahan yang terjadi di perusahaan. Kriteria yang dipertimbangkan oleh pengambilan keputusan yaitu pengiriman, kualitas, harga, dan pelayanan. Setiap kriteria memiliki sub-kriteria diantaranya adalah pengiriman tepat waktu, kapasitas, daya tahan, estetika, *performance*, *conformance*, harga bahan baku, biaya transportasi, keandalan, *responsiveness*, dan fleksibilitas.

Berdasarkan hasil penelitian yang dilakukan, hasil bobot global pada setiap kriterianya memiliki urutan harga bahan baku, daya tahan, *conformance*, estetika, biaya transportasi, pengiriman tepat waktu, *performance*, *responsiveness*, kapasitas, fleksibilitas, dan keandalan. Hasil pemasok yang menjadi prioritas utama adalah *supplier* Ibu Romlah dengan hasil 58,9% dari Ibu Tilah dengan hasil 27,6% dan ibu Lilik dengan hasil 13,5%.

Kata Kunci : Prioritas *Supplier*, *Fuzzy*, AHP, TOPSIS

ABSTRACT

CV Salama Nusantara is a company engaged in the pharmaceutical industry that produces herbal drinks. The company uses the main raw material Crown of God, which is obtained from several suppliers. The demand for herbal beverage products has increased since the COVID-19 pandemic occurred. CV Salama Nusantara has three suppliers of raw material Crown of God originating from Yogyakarta and Central Java. Companies often experience problems with raw materials caused by supplier performance that does not meet company expectations and demands. This research was conducted to assist companies in determining supplier priorities that can meet the needs and demands of the company.

In this study, determining supplier priority using the integration of two methods, namely the Fuzzy AHP and Fuzzy TOPSIS methods. Fuzzy AHP method is used for weighting criteria, sub-criteria, and alternatives. While the Fuzzy TOPSIS method is used for alternative ranking. The criteria considered are selected based on the conditions and problems that occur in the company. The criteria considered by decision making are delivery, quality, price, and service. Each criterion has sub-criteria including timely delivery, capacity, product durability, aesthetics, product performance, conformance, product price, transportation costs, reliability, responsiveness, and flexibility.

Based on the results of the research conducted, the global weight results for each criterion have an order of product price, product durability, conformance, aesthetics, transportation costs, timely delivery, product performance, responsiveness, capacity, flexibility, and reliability. The results of the suppliers that became the top priority were the suppliers Mrs. Romlah with a yield of 58.9%, from Mrs. Tilah with a yield of 27.6% and Mrs. Lilik with a yield of 13.5%.

Keywords: Supplier Priority, Fuzzy, AHP, TOPSIS