

ABSTRAK

Penelitian ini bertujuan untuk menentukan strategi perusahaan dalam memenuhi kebutuhan bahan baku pada CV Prima Daya Sentosa di Kabupaten Banjarnegara menggunakan metode Analytical Hierarchy Process (AHP) dan Proximity Indexed Value (PIV). CV Prima Daya Sentosa menghadapi tantangan dalam menjaga kelancaran aliran rantai pasok karena ketergantungan pada satu supplier bahan baku yang menyebabkan ketidakstabilan pasokan dan *lost sales*.

Penelitian dilakukan dengan mengidentifikasi kriteria penting dalam pemilihan strategi melalui observasi dan wawancara, yang meliputi kualitas, biaya, waktu pengiriman, kapasitas produksi supplier, keandalan, dan fleksibilitas. Metode AHP digunakan untuk menentukan bobot relatif dari masing-masing kriteria, sedangkan metode PIV digunakan untuk menentukan peringkat strategi alternatif berdasarkan kedekatannya dengan solusi ideal.

Hasil analisis AHP menunjukkan bahwa keandalan supplier memiliki bobot tertinggi, diikuti oleh biaya, fleksibilitas, kualitas, waktu pengiriman, dan kapasitas produksi. Strategi terbaik yang diidentifikasi melalui analisis PIV adalah menambah supplier baru, diikuti oleh mengembangkan supplier yang ada, dan pengelolaan persediaan yang lebih baik. Penambahan supplier baru dipilih sebagai strategi yang paling efektif untuk meningkatkan stabilitas pasokan dan memenuhi kebutuhan produksi perusahaan.

Dengan penerapan strategi ini, diharapkan CV Prima Daya Sentosa dapat mengurangi risiko ketidakstabilan pasokan bahan baku dan meningkatkan kinerja rantai pasok secara keseluruhan.

Kata Kunci: Strategi Perusahaan, Bahan Baku, Analytical Hierarchy Process (AHP), Proximity Indexed Value (PIV), Manajemen Rantai Pasok.

DETERMINING COMPANY STRATEGY TO MEET RAW MATERIAL NEEDS USING THE ANALYTICAL HIERARCHY PROCESS (AHP) AND PROXIMITY INDEXED VALUE (PIV) METHODS

ABSTRACT

This research aims to determine the company's strategy for meeting raw material needs at CV Prima Daya Sentosa in Banjarnegara Regency using the Analytical Hierarchy Process (AHP) and Proximity Indexed Value (PIV) methods. CV Prima Daya Sentosa faces challenges in maintaining a smooth supply chain flow due to dependence on a single raw material supplier, leading to supply instability and lost sales.

The study was conducted by identifying important criteria in strategy selection through observation and interviews, including quality, cost, delivery time, supplier production capacity, reliability, and flexibility. The AHP method was used to determine the relative weights of each criterion, while the PIV method was used to rank alternative strategies based on their proximity to the ideal solution.

The AHP analysis results show that supplier reliability has the highest weight, followed by cost, flexibility, quality, delivery time, and production capacity. The best strategy identified through PIV analysis is to add new suppliers, followed by developing existing suppliers and improving inventory management. Adding new suppliers was chosen as the most effective strategy to enhance supply stability and meet the company's production needs.

By implementing this strategy, CV Prima Daya Sentosa is expected to reduce the risk of raw material supply instability and improve overall supply chain performance.

Keywords: *Company Strategy, Raw Materials, Analytical Hierarchy Process (AHP), Proximity Indexed Value (PIV), Supply Chain Management.*