

ABSTRAK

Setiap perusahaan berupaya meningkatkan kualitas kinerja dan produktivitasnya dengan menerapkan proses bisnis yang efektif dan efisien. PT. Pia Juwara Satoe merupakan perusahaan pengolahan di industri bakpia dengan 25 outlet di wilayah Yogyakarta dan Jawa Tengah. Berdasarkan observasi dan wawancara langsung dengan PT. Pia Juwara Satoe, proses pemenuhan pesanan masih mengalami sejumlah kendala, seperti keterlambatan produksi, kesalahan input data, dan koordinasi antar pemangku kepentingan yang kurang efektif. Tujuan penelitian ini adalah menganalisis dan memperbaiki proses pemenuhan pesanan di PT. Pia Juwara Satoe dengan menggunakan metode *Business Process Improvement* (BPI). Proses bisnis tersebut kemudian dimodelkan menggunakan *Business Process Modeling and Notation* (BPMN) dan disimulasikan menggunakan Bizagi Modeler.

Tahapan penelitian meliputi observasi, wawancara, identifikasi masalah, pemodelan proses bisnis saat ini (*as is*), penerapan alat perbaikan, dan pemodelan proses bisnis rekomendasi (*to be*). Dari keempat proses utama yang teridentifikasi, proses produksi produk ditetapkan sebagai prioritas perbaikan. Penerapan metode BPI dilakukan dengan tiga jenis *streamlining*, yaitu *Automation* pada 3 aktivitas, dan *Bureaucracy Elimination* pada 12 aktivitas. Perbaikan tersebut menunjukkan peningkatan efisiensi yang signifikan melalui penghapusan tugas manual, integrasi data antar departemen, dan penyederhanaan alur kerja.

Berdasarkan hasil simulasi *time analysis* di Bizagi Modeler, durasi proses bisnis produksi produk sebelum perbaikan (*as is*) adalah 1 hari 22 jam 15 menit, sedangkan setelah perbaikan (*to be*) menjadi 1 hari 4 jam 27 menit, dengan selisih waktu 17 jam 48 menit atau peningkatan efisiensi sebesar 38,48%. Penelitian ini membuktikan bahwa penerapan metode *Business Process Improvement* (BPI) dapat memberikan dampak signifikan terhadap peningkatan efisiensi dan efektivitas proses bisnis, sehingga mendukung peningkatan kinerja dan kualitas layanan PT. Pia Juwara Satoe.

Kata kunci: *Business Process Improvement*, BPMN, Bizagi Modeler, Proses Bisnis, PT. Pia Juwara Satoe.

ABSTRACT

Every company strives to improve its performance and productivity by implementing effective and efficient business processes. PT. Pia Juwara Satoe is a bakpia processing company with 25 outlets in Yogyakarta and Central Java. Based on direct observations and interviews with PT. Pia Juwara Satoe, the order fulfillment process still experiences several obstacles, such as production delays, data input errors, and ineffective coordination between stakeholders. The purpose of this study was to analyze and improve the order fulfillment process at PT. Pia Juwara Satoe using the Business Process Improvement (BPI) method. The business process was then modeled using Business Process Modeling and Notation (BPMN) and simulated using Bizagi Modeler.

The research stages included observation, interviews, problem identification, modeling of the current business process (as-is), implementation of improvement tools, and modeling of recommended business processes (to-be). Of the four main processes identified, the product production process was prioritized for improvement. The BPI method was implemented through three types of streamlining: automation for three activities and bureaucracy elimination for 12 activities. These improvements demonstrated significant efficiency gains through the elimination of manual tasks, data integration between departments, and workflow simplification.

Based on the time analysis simulation results in Bizagi Modeler, the product production business process duration before the improvements (as is) was 1 day 22 hours and 15 minutes, while after the improvements (to be) it became 1 day 4 hours and 27 minutes, a time difference of 17 hours and 48 minutes, representing a 38.48% increase in efficiency. This research demonstrates that implementing the Business Process Improvement (BPI) method can significantly impact the efficiency and effectiveness of business processes, thereby supporting improved performance and service quality at PT. Pia Juwara Satoe.

Keywords: *Business Process Improvement, BPMN, Bizagi Modeler, Business Process, PT. Pia Juwara Satoe.*