

INTISARI

IMPLEMENTASI *COLLABORATIVE PLANNING, FORECASTING, AND REPLENISHMENT (CPFR)* GUNA MENGURANGI *BULLWHIP EFFECT* (Studi Kasus di PT. Abadi Maju Bersindo)

Oleh

Angga Pranowo

13130080E

PT. Abadi Maju Bersindo merupakan perusahaan yang bergerak di bidang pendistribusian dan penjualan produk – produk peralatan rumah tangga. Produknya antara lain : kasur, sofa, lemari, meja, kursi dan lain sebagainya. PT. Abadi Maju Bersindo beralamat di Jl. Pahlawan Revolusi blok C No. 3, Pondok Bambu, Jakarta Timur. Untuk bisa bertahan di tengah persaingan yang semakin ketat, hal utama yang perlu diperhatikan oleh perusahaan adalah bagaimana memenuhi permintaan konsumen.

Penelitian ini bertujuan untuk mengurangi *bullwhip effect* dengan menggunakan metode *collaborative planning, forecasting, and replenishment (CPFR)*. Dari hasil penelitian, sebelum menggunakan metode *collaborative planning, forecasting, and replenishment* nilai *bullwhip effect* pada produk meja didapatkan 1,1 dan untuk produk kursi didapatkan 1. Setelah menggunakan metode CPFR nilai *bullwhip effect* pada produk meja 0,98 dan untuk produk kursi 0,98. Penggunaan metode CPFR dapat mengurangi nilai *bullwhip effect* untuk produk meja sebesar 0,12 (10,9%) dan untuk produk kursi sebesar 0,02 (2%).

Kata kunci : *Supply Chain Management, Bullwhip Effect, Collaborative Planning, Forecasting, and Replenishment.*

ABSTRACT

IMPLEMENTATION OF COLLABORATIVE PLANNING, FORECASTING, AND REPLENISHMENT (CPFR) TO REDUCE BULLWHIP EFFECT

(Case study in PT. Abadi Maju Bersindo)

By

Angga Pranowo

13130080E

PT. Abadi Maju Bersindo is a company engaged in the distribution and sale of household products. The products include: mattress, sofa, cabinets, tables, chairs and so forth. PT. Abadi Maju Bersindo is located at Jl. Pahlawan Revolusi blok C No. 3, Pondok Bambu, Jakarta Timur. To survive in the midst of increasingly fierce competition, the main thing to note by the company is how to meet consumer demand.

This study aims to reduce the bullwhip effect by using methods of collaborative planning, forecasting, and replenishment (CPFR). From the research result, before using collaborative planning method, forecasting, and replenishment of bullwhip effect value on tabletop product got 1,1 and for product of chair got 1. After using CPFR method bullwhip effect value on table product 0,98 and for product seat 0, 98. The use of CPFR method can reduce the value of bullwhip effect for table products by 0.12 (10.9%) and for chair products by 0.02 (2%).

Keywords : Supply Chain Management, Bullwhip Effect, Collaborative Planning, Forecasting, and Replenishment.