

ABSTRAK

PT. Group Cemerlang Plastindo merupakan perusahaan manufaktur pallet plastik yang menghadapi tantangan dalam sistem pengukuran kinerja rantai pasoknya. Selama ini, pengukuran kinerja masih berfokus pada aspek keuangan tanpa pendekatan menyeluruh. Penelitian ini bertujuan merancang sistem pengukuran kinerja rantai pasok dengan pendekatan Balanced Scorecard (BSC), yang dikombinasikan dengan metode Analytic Network Process (ANP), Objective Matrix (OMAX), dan Traffic Light System (TLS). Hasil OMAX pada Triwulan IV menunjukkan peningkatan kinerja sebesar 77%, dari skor 5,34 menjadi 9,43. Kinerja rantai pasok saat ini tergolong cukup baik, meski masih ada ruang perbaikan. Sistem TLS menunjukkan indikator *Current Ratio* (perspektif Keuangan) dan jumlah pelanggan baru (perspektif Pelanggan) memperoleh skor rendah dan ditandai warna merah. Hal ini mengindikasikan tantangan likuiditas serta lemahnya akuisisi pelanggan baru yang berpotensi membatasi pertumbuhan perusahaan. Penelitian ini merekomendasikan penguatan strategi pengelolaan likuiditas dan peningkatan upaya pemasaran untuk mengatasi masalah tersebut. Dengan perbaikan pada aspek-aspek tersebut, perusahaan diharapkan dapat meningkatkan daya saing serta menjaga keberlanjutan kinerja rantai pasok secara menyeluruh.

Kata kunci: ANP, BSC, OMAX, pengukuran kinerja, rantai pasok, TLS

ABSTRACT

PT, Group Cemerlang Plastindo is a plastic pallet manufacturing company facing challenges in its supply chain performance measurement system, Until now, performance evaluation has focused primarily on financial aspects without a comprehensive approach, This study aims to design a supply chain performance measurement system using the Balanced Scorecard (BSC) approach, combined with the Analytic Network Process (ANP), Objective Matrix (OMAX), and Traffic Light System (TLS) methods, The OMAX results in the fourth quarter showed a performance improvement of 77%, with the score increasing from 5,34 to 9,43, The current supply chain performance is considered fairly good, although there is still room for improvement, The TLS system identified that the Current Ratio (Financial Perspective) and the number of new customers (Customer Perspective) received low scores and were marked in red, This indicates liquidity challenges and weak customer acquisition efforts, which may hinder the company's growth, The study recommends strengthening liquidity management strategies and enhancing marketing efforts to address these issues, By improving these aspects, the company is expected to enhance its competitiveness and maintain the sustainability of its overall supply chain performance,

Keywords: *ANP, BSC, OMAX, performance measurement, supply chain, TLS*