

ABSTRAK

Produktivitas operator pada proses manual laminasi memiliki kontribusi penting terhadap kelancaran dan efisiensi produksi. Penelitian ini bertujuan untuk mengukur tingkat produktivitas operator di work station manual laminasi PT Cipta Oggi Furindo menggunakan metode *Objective Matrix* (OMAX) dan *Traffic Light System*, serta memberikan usulan perbaikan berdasarkan hasil analisis tersebut. Terdapat tujuh rasio produktivitas yang dianalisis, yaitu rasio target produksi, jumlah tenaga kerja, waktu kerja, konsumsi energi listrik, penggunaan bahan baku foil dan lem, serta kualitas produk. Data yang digunakan merupakan data produksi Januari hingga Desember 2024. Proses penilaian dilakukan dengan pembobotan kriteria yang dipakai pada perhitungan *objective matrix* menggunakan metode *Analytic Hierarchy Process* (AHP), yang menghasilkan bobot tertinggi pada rasio kualitas produk (22,86%) dan waktu kerja (21,12%). Hasil evaluasi menunjukkan bahwa bulan dengan performa produktivitas terbaik adalah Juni dengan indeks mencapai 123%, sedangkan performa terendah terjadi pada April dan Desember dengan indeks masing-masing sebesar -30% dan -26%. Visualisasi performa menggunakan *Traffic Light System* menunjukkan bahwa sebagian besar indikator berwarna merah pada bulan-bulan tersebut, yang menandakan kinerja di bawah standar. Sebagai tindak lanjut, disusun usulan perbaikan berbasis pendekatan 5W+1H, yang meliputi optimalisasi pemanfaatan sistem ERP, penguatan SOP kerja teknis, pelatihan efisiensi bahan, serta pengawasan mutu secara mandiri dan terstruktur.

Kata Kunci: Produktivitas, *Objective Matrix*, *Traffic Light System*, *Analytic Hierarchy Process*, 5W+1H, Manual Laminasi.

ABSTRACT

Operator productivity in the manual lamination process plays a crucial role in ensuring smooth and efficient production. This study aims to measure the productivity level of operators at the manual lamination workstation of PT Cipta Oggi Furindo using the Objective Matrix (OMAX) method and the Traffic Light System, as well as to provide improvement proposals based on the analysis results. Seven productivity ratios were analyzed: production target ratio, number of workers, working time, electricity consumption, foil and glue material usage, and product quality. The data used were production records from January to December 2024. The assessment process involved weighting the criteria used in the objective matrix calculation through the Analytic Hierarchy Process (AHP), which yielded the highest weights for product quality ratio (22.86%) and working time (21.12%). The evaluation results showed that the month with the best productivity performance was June, with an index of 123%, while the lowest performance occurred in April and December, with indices of -30% and -26%, respectively. Performance visualization using the Traffic Light System indicated that most indicators appeared red during those months, signaling below-standard performance. As a follow-up, improvement proposals were formulated based on the 5W+1H approach, which include optimizing ERP system utilization, strengthening technical work SOPs, conducting material efficiency training, and implementing independent and structured quality control.

Keywords: *Productivity Objective Matrix, Traffic Light System, Analytic Hierarchy Process, 5W+1H, Manual Laminating.*