

ABSTRAK

ANALISIS STRATEGI *SOURCING* DALAM SISTEM LOGISTIK PT. CG POWER SYSTEMS INDONESIA DALAM MENJAWAB TANTANGAN PASCA PANDEMI

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Pada era pasca pandemi seperti sekarang ini, dunia dihadapkan dengan tantangan disrupsi logistik yang berimbas ke semua lini aktifitas industri. Penelitian ini dilakukan untuk menganalisis strategi *sourcing* dalam sistem logistik PT. CG Power Systems Indonesia untuk mengidentifikasi peta persebaran pemasok bahan mentah yang secara aktif digunakan oleh perusahaan sepanjang tahun 2020-2021 serta merumuskan strategi *sourcing* dalam sistem logistik yang lebih handal dalam menghadapi potensi disrupsi pasca COVID-19.

Peneliti mewawancarai dua responden dari perusahaan dan melakukan *nominal group technique* (NGT) untuk mendapatkan data yang hasilnya dianalisis dengan menggunakan Analisis Kualitatif Hanlon dan SWOT. Selain itu dilakukan juga analisis data dari sistem data transaksi perusahaan.

Peta persebaran sepuluh besar pemasok aktif yang didapatkan dari penelitian ini adalah Cina, Jerman, India, Korea, Singapura, Swedia, Swiss, Malaysia, Uni Emirat Arab, dan Perancis. Selain itu, didapatkan strategi *sourcing* dan logistik gabungan yang mengarah pada konsolidasi kuantitas, pengoptimalan penggunaan fasilitas perbankan yang dimiliki, peningkatan adaptivitas desain, penggunaan potensi pendanaan dari pusat, pengawasan pada material pendukung yang lebih kuat, dan pengembangan sumber daya manusia yang lebih jauh.

Kata kunci: strategi *sourcing*, strategi logistik, disrupsi logistik

ABSTRACT

***SOURCING STRATEGY ANALYSIS FOR LOGISTICS SYSTEM
AT PT. CG POWER SYSTEMS INDONESIA
TO FACE POST PANDEMIC EFFECT***

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In the post-pandemic era as it is today, the world is faced with the challenges of logistics disruption that affect all lines of industrial activity. This study was conducted to analyze the sourcing strategy in the logistics system of PT. CG Power Systems Indonesia to identify a map of the distribution of raw material suppliers that are actively used by the company throughout 2020-2021 and to formulate a sourcing strategy in a more reliable logistics system to face post pandemic effects.

The researcher interviewed two sources from the company and performed a nominal group technique (NGT) to obtain data which results were analyzed using Hanlon Qualitative Analysis and SWOT. In addition, data analysis from the company's transaction data system was also carried out.

The distribution map of the top ten active suppliers obtained from this study are China, Germany, India, Korea, Singapore, Sweden, Switzerland, Malaysia, United Arab Emirates, and France. In addition, a combined sourcing and logistics strategy was found that leads to quantity consolidation, optimizing the use of existing banking facilities, increasing design adaptivity, utilizing potential funding from the headquarter, supervision of stronger supporting materials, and further development of human resources.

Keywords: sourcing strategy, logistics strategy, logistics disruption