

**KEKUATAN DAN KELEMAHAN ALUR KERJA PERENCANAAN  
MATERIAL PRODUK REGULER  
DI PT CAMPINA ICE CREAM INDUSTRY,  
SURABAYA, JAWA TIMUR  
MAGANG**

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**ABSTRAK**

PT Campina Ice Cream Industry merupakan perusahaan es krim yang menghasilkan berbagai macam produk seperti *Hula-Hula*, *Spongebob*, *Concerto*, *Petit*, *ice cake* dan lain-lain. PT Campina Ice Cream Industry telah mendapatkan sertifikasi ISO 9001: 2008 untuk manajemen mutunya pada tahun 2011, ISO 14001: 2004 untuk manajemen lingkungan pada tahun 2014, dan juga sertifikasi halal dari MUI pada tahun 2017. Tujuan magang adalah mengetahui alur/proses perencanaan material produk reguler, mengetahui kelebihan dan kelemahan dari perencanaan material produk reguler di PT Campina Ice Cream Industry dan memberikan rekomendasi. Kegiatan magang dilakukan pada departemen *Production Planning and Inventory Control* (PPIC). Alur kerja perencanaan material produk reguler pada PT Campina Ice Cream Industry dimulai dari menerbitkan *forecast* tahunan, menerbitkan *rough cut capacity plan* (RCCP) tahunan, agregat *capacity plan* 3, perhitungan kebutuhan material, menerbitkan *purchase requisition* (PR), dan terakhir melakukan *control inventory*. Kelebihan dari alur kerja perencanaan material produk reguler yang telah diterapkan pada PT Campina Ice Cream Industry antara lain telah melakukan peramalan, validasi terhadap *master production schedule* (MPS), pemenuhan permintaan pasar telah dilakukan, pemenuhan kebutuhan *material* secara tepat waktu telah dilakukan, kemudahan pemesanan untuk proses produksi dan *control inventory*. Kelemahan dari alur kerja perencanaan material produk reguler pada PT Campina Ice Cream Industry antara lain lemahnya akurasi peramalan, pemesanan *material* membutuhkan waktu yang lama, dan kurangnya kapasitas gudang bahan baku. Rekomendasi yang dapat diusulkan kepada PT Campina Ice Cream Industry adalah sebaiknya melakukan pembentukan *six month rolling forecast*, menambahkan persediaan pengaman atau *safety stock*, dan menambahkan gudang bahan sesuai kapasitas dan menambah kapasitas penyimpanan bahan baku.

**Kata kunci:** Alur kerja, Kelebihan, Kelemahan, Perencanaan Material, *Production Planning and Inventory Control* (PPIC)

**STRENGTHS AND WEAKNESSES OF WORK  
REGULAR MATERIAL PLANNING PRODUCTS  
AT PT CAMPINA ICE CREAM INDUSTRY,  
SURABAYA, EAST JAVA  
INTERNSHIP**

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**ABSTRACT**

PT Campina Ice Cream Industry is an ice cream company that produces various kinds of products such as Hula-Hula, Spongebob, Concerto, Petit, ice cake and others. PT Campina Ice Cream Industry has received ISO 9001: 2008 certification for quality management in 2011, ISO 14001: 2004 for environmental management in 2014, and also halal certification from MUI in 2017. The aim of the internship were to know the flow/process of the regular product planning process, knowing the strengths and weaknesses of regular product material planning at PT Campina Ice Cream Industry and provide recommendations. The internship activity were carried out in the department of Production Planning and Inventory Control (PPIC). The regular product material planning workflow at PT Campina Ice Cream Industry starts from publishing the annual forecast, publishing an annual rough-cut capacity plan (RCCP), aggregating capacity plan 3, calculating material requirements, publishing Purchase Requisition (PR), and finally controls inventory. The strenghts of regular product material planning workflows that have been applied to PT Campina Ice Cream Industry includes forecasting, validating the master production schedule (MPS), fulfilling market demand, fulfilling material needs in a timely manner, and facilitating ordering for production processes and inventory control. Weaknesses of the regular product material planning workflow at PT Campina Ice Cream Industry includes weak forecasting accuracy, ordering materials takes a long time and lacks warehouse capacity for raw materials. Recommendations that can be proposed to PT Campina Ice Cream Industry were using form a six-month rolling forecast, increase safety stock or safety stock, and adding warehouse material according to capacity and increase the storage capacity of raw materials.

**Keywords:** Workflow, Strengths, Weaknesses, Material Planning, Production Planning and Inventory Control (PPIC)