

## ABSTRAK

# ANALISIS PROSES BISNIS KEPUTUSAN PEMBERIAN DISKON (STUDI KASUS PADA *EF ENGLISH FIRST*)

**Dita Anindhika**

16/407186/PEK/22421

Sebelum melakukan perubahan proses bisnis perlu dipertimbangkan empat komponen penting, yaitu *tasks* (tugas), *people* (orang), *structure* (struktur), dan *technology* (teknologi). Menurut model Leavitt's Diamond jika terjadi perubahan akan salah satu komponen maka keempat komponen lainnya akan terkena dampaknya. Pada EF English First segmen anak-anak dan remaja ingin dilakukan perbaikan proses bisnis dalam aktivitas penjualan, yakni pada proses bisnis keputusan pemberian diskon. Saat ini seluruh kontrol terpusat pada *Regional Director* dan sepanjang April-Desember 2018 *Regional Director* menerima 10.000 pengajuan diskon manual yang perlu ditelaah dan diberi persetujuan. Untuk itu, ingin dilakukan suatu upaya untuk menekan jumlah *assignment* persetujuan diskon yang diberikan pada *Regional Director*. Dilakukan analisis menggunakan model Leavitt's Diamond dengan metode pengambilan data dilakukan secara kualitatif. Perbaikan proses bisnis dilakukan dengan memberikan sebagian kewenangan persetujuan kepada *Center Director*. Dengan memberikan kewenangan persetujuan untuk diskon dengan nominal 0-10% pada *Center Director* maka jumlah *assignment* persetujuan diskon yang diberikan kepada *Regional Director* dapat ditekan hingga 50%.

Kata Kunci: proses bisnis, model leavitt's diamond, *task*, *people*, *structure*, *technology*, *gap*

## ***ABSTRACT***

# **ANALYSIS OF BUSINESS PROCESS DECISION MAKING ON DISCOUNT APPLICATION (STUDY CASE ON EF ENGLISH FIRST)**

**Dita Anindhika**

16/407186/PEK/22421

*There are four things to consider when it comes to change in business process, which are tasks, people, structure, and technology. According to Leavitt's Diamond model, when there is change in one of the components, other component will be impacted too. At EF English First kids and teens, study is conducted at improvement of business process in sales activity, in terms of business decision on giving discount. Current condition shows that control is centralized at Regional Director and during April – Desember 2018, Regional Director received about 10.000 manual discount submission that needs assessment and approval. Therefore, we would like to reduce the number discount approval assigned to Regional Director. Leavitt's diamond model analysis is conducted using qualitative study. Improvement in business process will be applied by delegating part of the approval assignment task to Regional Director sub-ordinates, Center Director. By giving discount approval authority 0-10% to Center Director, discount approval assigned to Regional Director could be reduced by 50%.*

*Keywords: business process, leavitt's diamond model, task, people, structure, technology*