

**APPLICATION OF THE OBJECTIVE MATRIX (OMAX) MODEL FOR
MEASURING PRODUCTIVITY PART PRODUCTION
PROL TAPE AT UD PURNAMA JATI**

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ABSTRACT

UD. Purnama Jati is a business in the field of food, especially semi-wet food which is a typical souvenir of Jember Regency. The main problem discussed in this research is to know the level of productivity of prol tape production UD. Purnama Jati in determining the efforts to increase prol tape productivity with the Objective Matrix (OMAX) method. In this study, the measurement of productivity of the production of prol tape is done with the OMAX method approach and evaluates the worst performance ratio with the Traffic Light System. From the results of this study, it can be seen that in the measurement period in June 2019 with a productivity index value of 118% being the highest productivity index value. While the lowest productivity index value occurred in the period of July 2019 with a productivity index of (-47.89%). Based on the evaluation results using the Traffic Light System method, it is known that the ratio that is at the level of "CRITICAL" is a ratio of 1 that is the ratio of productivity of raw materials. The improvement effort that can be done is improving the performance ratio which most of the scores are under the standard performance using the Traffic Light System tool.

Keywords: *Productivity, OMAX, Traffic Light System, Diagram Ishikawa, Prol Tape*