

## ABSTRACT

### **THE EFFORTS INCREASED PRODUCTIVITY PART PRODUCTION OF THE ROBUSTA COFFEE BEANS THROUGH APPROACH THE METHOD OF OBJECTIVE MATRIX (OMAX) IN PTPN XII (PERSERO) GUNUNG GUMITIR JEMBER**

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PT. Perkebunan Nusantara XII (Persero) Gunung Gunitir Jember is a state-owned company that processes the results of the plantation, robusta coffee beans. So far, the problems experienced by companies sometimes can not produce according to the specified target. Besides it has so far not been done measuring the productivity of the company through the production aspect. Therefore, the main problem discussed in this study was to determine the level of productivity part production of the robusta coffee beans in PTPN XII (Persero) Gunung Gunitir Jember and determine the effort of improved productivity based on assessment model of omax.

In this study the company's productivity performance measurement is done through methods Objective Matrix (OMAX), evaluate the performance of the worst ratio with Traffic Light System. Last, do the proposed improvement with ishikawa diagram. From the results of performance measurement productivity PTPN XII (Persero) Gunung Gunitir Jember, found that the value of the lowest productivity occurred in the period August 2011 with the value of productivity 170 and index of productivity amounting -69,805 %. Through evaluation of the traffic light system, known worst performance ratio is the ratio of 4 percentage Target Achievement Production. Based on these results, repair attempts performed fixing the most performance ratio scored under such standards with ishikawa diagram tools.

*Keywords : productivity, objective matrix (OMAX), robusta coffee beans, traffic light system, Ishikawa diagram.*

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