

**PRODUCTIVITY IMPROVEMENT BY APPROACH OF THE
OBJECTIVE MATRIX METHOD TO AGROINDUSTRY BUSINESS
FROZEN OKRA IN PT. MITRATANI DUA TUJUH**

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ABSTRACT

PT. Mitratani DuaTujuh is a company engaged in sector agroindustry or business production with the production of frozen vegetables which one product is frozen okra. Quality of the product must be saw from the productivity of the product. Therefore, the evaluation of the productivity need done in order consideration what factors are causing the productivity down and what suggestion must be did in order the productivity of the company can increase in the future.

The method of measurement used in measuring productivity is Objective Matrix Method (OMAX), so that the steps in this study refers to the steps OMAX, which Defining, Quantifying, Monitoring, evaluation of productivity and productivity planning for the future.

Overall productivity value on the measurement period started from 2009 to 2013 as: 236, 662, 202, 386, 242. The ratio less to contribute to increasing the productivity of agro-industry and needs to be fixed frozen okra is a ratio of 1 (raw okra), the ratio of 2 (absorption market), the ratio of 4 (excellent products), the ratio of 5 (minimization of defects), because they were dominated by the value of bad productivity, but it was also still a moderate productivity value. The improvement action for improving productivity of productivity improvement plans in the future by prioritize the ratio of the worst value.

Keywords: *productivity, measurement, productivity ratios, objective matrix.*

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