

## ABSTRAK

### USULAN PERBAIKAN PERFORMA *GREEN SUPPLY CHAIN MANAGEMENT (GSCM)* DENGAN PENDEKATAN *GREEN SUPPLY CHAIN OPERATION REFERENCE (GSCOR)* PADA PT SAMPOERNA KAYOE PURBALINGGA

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**Abstrak**— Aktivitas industri yang semakin berkembang pesat berpotensi menimbulkan dampak negatif bagi lingkungan. Industri kayu lapis termasuk sektor industri yang berpotensi menimbulkan dampak negatif bagi lingkungan. Salah satu industri kayu lapis di Indonesia yaitu PT Sampoerna Kayoe Purbalingga. Perusahaan tersebut berkomitmen untuk mencapai *sustainability* dalam aspek lingkungan yang tercermin dalam nilai dan kode etik perusahaan. Namun, perusahaan belum pernah melakukan pengukuran performa *Green Supply Chain Management (GSCM)*. Oleh sebab itu, penelitian ini dilakukan untuk mengukur performa GSCM pada PT Sampoerna Kayoe Purbalingga serta merancang usulan perbaikannya. Metode *Green Supply Chain Operation Reference (GSCOR)* digunakan untuk mengukur performa GSCM, didukung dengan metode *Analytical Hierarchy Process (AHP)* untuk pembobotan serta *Traffic Light System (TLS)* untuk mengetahui indikator kinerja yang kritis. Kemudian pendekatan *Green Operations* digunakan untuk merancang usulan perbaikan dari indikator kinerja yang kritis. Hasilnya, diperoleh nilai total kinerja GSCM perusahaan sebesar 84,97 (*Good*). Dari pengelompokan KPI dengan metode TLS, diperoleh 5 KPI berwarna merah yaitu *Employee trained on environmental requirements* (0), *Supplier with an ISO 14001 certificate* (1,31), *Solid Waste* (28,33), *Water usage* (55,56), dan *Recyclable waste/scrap* (0). Usulan perbaikan yang dihasilkan yaitu menerapkan *clean production*, *recycle* limbah padat dan air bekas pencucian kayu, mengadakan pelatihan mengenai kebutuhan lingkungan, serta menambahkan kriteria *supplier* bersertifikasi ISO 14001 pada sistem pemilihan *supplier*.

**Kata Kunci**— Pengukuran Performa Manajemen Rantai Pasok, Manajemen Rantai Pasokan Hijau, *Green Supply Chain Operation Reference*, *Green Operations*.

## ABSTRACT

### GREEN SUPPLY CHAIN MANAGEMENT (GSCM) PERFORMANCE MEASUREMENT AND IMPROVEMENT USING GREEN SUPPLY CHAIN OPERATION REFERENCE (GSCOR) AND GREEN OPERATION IN PLYWOOD COMPANY

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**Abstract**— Industrial activities that are growing rapidly have the potential to have a negative impact on the environment. The plywood industry is an industrial sector that has the potential to have a negative impact on the environment. One of the plywood industries in Indonesia is PT Sampoerna Kayoe Purbalingga. The company is committed to achieving sustainability in environmental aspects which is reflected in the company's values and code of ethics. However, the company has never measured the performance of Green Supply Chain Management (GSCM). Therefore, this study was conducted to measure the performance of GSCM at PT Sampoerna Kayoe Purbalingga and to design suggestions for improvement. The Green Supply Chain Operation Reference (GSCOR) method is used to measure GSCM performance, supported by the Analytical Hierarchy Process (AHP) method for weighting and Traffic Light System (TLS) to determine critical performance indicators. Then the Green Operations approach is used to design proposed improvements to critical performance indicators. As a result, the total value of the company's GSCM performance is 84.97 (Good). From the grouping of KPIs using the TLS method, 5 red KPIs were obtained, namely Employee trained on environmental requirements (0), Supplier with an ISO 14001 certificate (1.31), Solid Waste (28.33), Water usage (55.56), and Recyclable waste/scrap (0). The proposed improvements include implementing clean production, recycling solid waste and water used for wood washing, conducting training on environmental needs, and adding criteria for suppliers with ISO 14001 certification to the supplier selection system.

**Keywords**— *Supply Chain Performance Measurement, Green Supply Chain Management, Green Supply Chain Operation Reference, Green Operations.*