

RINGKASAN

UMKM memiliki peran penting dalam pertumbuhan dan pemulihan ekonomi Indonesia pasca pandemi Covid-19. Keberhasilan UMKM didukung oleh dominasinya dalam struktur perekonomian Indonesia dan kontribusinya yang signifikan terhadap PDB nasional (61%) serta penyerapan tenaga kerja (97%). Untuk mempercepat pemulihan UMKM di era pascapandemi, strategi manajemen operasi yang mengurangi pemborosan dalam proses produksi dapat digunakan. Pendekatan *lean manufacturing* menjadi solusi yang efektif dalam menghilangkan pemborosan dan meningkatkan nilai tambah produk, sehingga memberikan kepuasan bagi pelanggan. Penelitian mengenai pendekatan *lean manufacturing* dilakukan di UD Mas Wi, sebuah UMKM yang bergerak dalam produksi lanting dengan sistem produksi padat karya di Kabupaten Banyumas.

Penelitian ini menggunakan beberapa alat lean seperti *value stream mapping*, *fishbone diagram*, pembobotan AHP (*Analitycal Hierarki Process*), dan prinsip 5S (*Seiri, Seiton, Seiso, Seiketsu, dan Shitsuke*). *Value stream mapping* digunakan untuk mengidentifikasi aktivitas yang memberikan atau tidak memberikan nilai tambah. Hasil penelitian menunjukkan durasi aktivitas *value-added*, *non-value added*, dan *necessary non-value added*. Selanjutnya, dengan menggunakan perhitungan dan pembobotan AHP, strategi untuk mengurangi pemborosan seperti pengadaan mesin produksi baru, penambahan operator, dan penggunaan alat produksi secara optimal diberikan prioritas tertinggi dan direkomendasikan untuk dilaksanakan. Rekomendasi penerapan prinsip 5S pada UD Mas Wi meliputi penataan dan perbaikan layout, penjadwalan kebersihan, penggunaan kembali peralatan yang tidak terpakai, serta pelatihan dan peningkatan motivasi. Dengan mengikuti langkah-langkah ini, diharapkan UD Mas Wi dapat mengoptimalkan manajemen operasional, mengurangi pemborosan, dan meningkatkan efisiensi produksi.

Keywords: UMKM, Lean manufacturing, UD Mas Wi

SUMMARY

MSMEs have an important role in Indonesia's economic growth and recovery after the Covid-19 pandemic. The success of MSMEs is supported by their dominance in the structure of the Indonesian economy and their significant contribution to national GDP (61%) and employment (97%). To accelerate the recovery of MSMEs in the post-pandemic era, operations management strategies that reduce waste in the production process can be used. The lean manufacturing approach is an effective solution in eliminating waste and increasing product added value, thus providing customer satisfaction. Research on the lean manufacturing approach was carried out at UD Mas Wi, an MSME engaged in lanting production with a labour-intensive production system in Banyumas Regency.

This study uses several lean tools such as value stream mapping, fishbone diagrams, AHP (Analytical Hierarchy Process) weighting, and 5S principles (Seiri, Seiton, Seiso, Seiketsu, and Shitsuke). Value stream mapping is used to identify activities that provide or do not provide added value. The results of this research show the duration of value-added, non-value added, and necessary non-value added activities. Furthermore, using AHP calculations and weighting, strategies to reduce waste such as procuring new production machines, adding operators, and optimal use of production equipment are given the highest priority and are recommended to be implemented. Recommendations for the application of the 5S principles at UD Mas Wi include layout arrangement and improvement, cleaning scheduling, reuse of unused equipment, as well as training and increasing motivation. By following these steps, it is expected that UD Mas Wi can optimize operational management, reduce waste, and increase production efficiency.

Keywords: MSMEs, Lean manufacturing, UD Mas Wi