

ABSTRACT

Ciwawa Cake and Bakery is a home industry that type of bread and cakes. The combination product is a common problem experienced by every company that produces many types among the several activities of the company, if the company can not manage combination products well, it can result in less than maximum profits.

This study aimed to compare the combination of products, and gain an enterprise version with the version of linear programming, so it can be known which combination of products and the optimum gain. Ciwawa Cake and Bakery produces 21 types of bread including one type of bread and 20 different types cakes with the amount of bread produced amounted to 12.200 pieces of bread / month in net profit. Rp. 9.695.000/ month.

Based on the research that has been done with the author, Ciwawa Cake and Bakery can apply the product using a combination of linear programming to maximize profits. It was seen from the calculation of the suggested uses linear programming company production to 9 different types of bread including one type of bread and 8 different types of cakes with the amount of bread produced to 10.665 loaves of bread / month and benefits amounting to Rp. 10.931.400/ month.

Keywords: Combination products, profits, linear programming, comparison of the combination product, and maximum benefits.