

## ABSTRAK

Penelitian ini bertujuan untuk membandingkan peramalan, dan perencanaan produksi versi KPSBU Lembang dengan versi metode peramalan *Moving Average*, metode *Exponential smoothing*, *Least Square* dan metode perencanaan produksi *Level Methode*, *Chase Strategy*, dan *Compromise Strategy* sehingga dapat diketahui metode peramalan dan perencanaan produksi mana yang lebih optimal. KPSBU Lembang mempunyai peramalan produksi susu cup dengan 154.700 cup per tahun dan yoghurt cup dengan 118.300 cup per tahun. Berdasarkan hasil penelitian yang dilakukan penulis, KPSBU Lembang dapat menerapkan metode peramalan *Least Square* dan metode perencanaan produksi menggunakan *Compromise Strategy*.

Kata Kunci : Peramalan, Perencanaan Produksi

**ABSTRACT**

*This research to compare forecasting, and version production planning KPSBU Lembang with the forecasting method version Moving Average, Exponential smoothing method, Least Square and production planning method Level Methode, Chase Strategy, dan Compromise Strategy so that it is can be known that forecasting methods and production planning are more optimal. KPSBU Lembang has forecasting of milk cups production with 154.700 cup/year and yoghurt with 118.300 cup/year. on the results of the research conducted by the author, KPSBU Lembang can apply the Least Square forecasting methods and production planning methods using Compromise Strategy.*

*Keywords: Forecasting, Production Planning*