

ABSTRAK

Permasalahan yang dihadapi oleh *PT.Sansan Saudaratex Jaya Garment* adalah terjadinya *overstock* produksi akibat ketidak tepatan dalam metode peramalan dan perencanaan produksi yang digunakan. Perusahaan masih mengandalkan metode peramalan *The Jury Opinion of Executive*, yaitu berdasarkan pendapat manajer dan pakar, tanpa melakukan pengukuran tingkat kesalahan peramalan. Hal ini menyebabkan selisih antara peramalan dan permintaan aktual serta pemborosan biaya. Untuk mengevaluasi metode peramalan tersebut, digunakan metode *Moving Average* 2 bulan dan 3 bulan. Hasil menunjukkan bahwa *Moving Average* 3 bulan lebih akurat. Selain itu, dilakukan simulasi tiga strategi perencanaan produksi yaitu *Level Strategy*, *Chase Strategy*, dan *Compromise Strategy*. Hasilnya, *Level Strategy* terbukti paling efisien dengan biaya produksi terendah jika dibandingkan dengan strategi produksi aktual perusahaan, *Level Strategy* mampu menghemat biaya produksi, penggunaan metode peramalan kuantitatif dan strategi produksi yang tepat sangat penting untuk meminimalisir biaya dan menghindari kelebihan produksi.

Kata Kunci: peramalan, overstock, biaya produksi, moving average, level strategy.

ABSTRACT

The problem faced by PT. Sansan Saudaratex Jaya Garment is the occurrence of overstock production due to inaccuracy in the forecasting method used. The company still relies on the Jury Opinion of Executive method, which is based on the opinions of managers and experts, without measuring the level of forecasting error. This causes a difference between forecasts and actual demand and waste of costs. To evaluate the forecasting method, the 2-month and 3-month Moving Average methods were used. The results showed that the 3-month Moving Average was more accurate. In addition, simulations were conducted of three production planning strategies, namely Level Strategy, Chase Strategy, and Compromise Strategy. The results showed that Level Strategy proved to be the most efficient with the lowest production costs when compared to the company's actual production strategy. Level Strategy was able to save production costs, the use of quantitative forecasting methods and the right production strategy is very important to minimize costs and avoid overproduction.

Keywords: *forecasting, overstock, production cost, moving average, level strategy.*