Design Management Maturity Model of Social Aspects in Food and Beverage Industry

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ABSTRACT

Design maturity model is a discussion that shows the gradual development of an organizational process in which describes the evolutionary development path starting from conditions that do not mature into a mature and disciplined conditions to the effectiveness and better quality. Research maturity model is closely related to the triple bottom line management including in the realm of economic, environmental and social. Research in the economic sphere is intended to improve the economy of a company. Research in the environmental sphere is intended to preserve natural resources to keep awake. This study was designed to take the social realm where the social aspects of management maturity model in the industry and are prepared and determined some of the indicators to be used in the design maturity model. The benefits of research for the government is the social aspect of management maturity model can be used as a standard for categorizing companies based on the performance of maturity and can be used as reference in providing reward and punishment to the food and beverage industry. For food and beverage industry, maturity model can help find the right picture of the target problem areas so as to provide motivation for food and beverage industry toward a more proactive approach, while also providing guidance, guidelines and programs that will clear business processes to be executed.

Social maturity model level by drafting and determine the criteria, sub criteria and indicators of various international journals and the life cycle of a product. Social maturity model that has been designed in accordance with the verification team expertise and expert respective fields. The model has been verified then validated in 3 companies, including UD. Soponyono, UD. Sumber Bahagia, and PT. Orang Tua Group. The three companies are selected based on ease of access of researchers to the management.

From the validation process can be seen that the model can be applied without difficulty through a process of self assessment. The tests indicated that there are industries with a level of maturity that is not optimal and there are industries that have shown keoptimalannya in the process. Industries with the level of industrial maturity is not optimal B (UD. Sumber Bahagia) with the validation results as of 2 follows level 0 indicator, level1 of 5 indicators, level2 by 5 indicators, as many as 14 indicators of level 3, level4 of 8 indicators. While the industry with a better optimal level indicated in industry C (PT. Orang Tua Group) with the validation results as follows level 1 of 0 indicator, level 2 by 4
indicators, as many as 12 indicators of level 3, level 4 of 21 indicators and to level 5 of 6 indicators

Keywords: maturity model, social, triple bottom line, food and beverage industry.